

City of Mesa General Plan



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1.0 Introduction

The City of Mesa General Plan provides a vision and guide to the community's citizens, businesses, and officials as the community grows and develops in the future. This Introduction describes the vision for the community; summarizes the history and context of planning in Mesa; and provides a description of the purpose, preparation, and use of the General Plan.

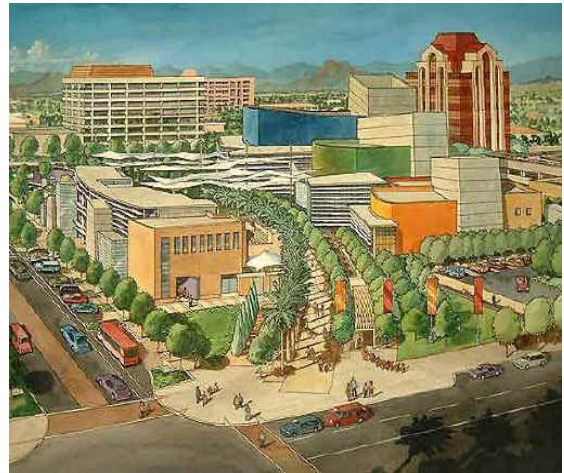
Mesa 2025: A Shared Vision

Imagine...

- ... *The natural environment is used to enhance the beauty of the community*
- ... *Top-notch recreational facilities and parks dotting the community*
- ... *Exciting cultural destinations to attract residents and visitors*
- ... *High-quality educational facilities and opportunities available for children and adults of all ages*
- ... *Strong economic centers throughout Mesa that provide opportunities to live, work, and play in the same sub-area of the City*
- ... *Neighborhoods where residents genuinely care about each other, feel safe, and celebrate diversity*
- ... *A people-friendly transportation system of streets, mass transit, non-motorized vehicles, all interconnecting the business hubs and strong neighborhoods*
- ... *A well-run municipal government that provides state-of-the-art access to government services*
- ... *Homes and businesses that are well-built, aesthetically pleasing, and well-maintained*

1.1 The Vision of the Mesa 2025 General Plan

The vision of this General Plan is to provide for a prosperous and economically balanced community, to address the need for future housing and employment opportunities, and to support Mesa as a sustainable community in the 21st century. The elements of this vision are described below.



Natural Environment, Recreation and Culture

In the future, use of Mesa's natural environment will enhance recreational opportunities through large, beautiful regional parks with a wide variety of outdoor activities. Land along the canals will be improved to provide attractive, lighted and landscaped trails. These trails will connect recreational amenities to other areas of the community and region. The Salt River offers many opportunities for providing refuge for wildlife and recreational uses. Mesa's vision includes enhancements along the Salt River to the north of the City, in conjunction with the Salt River Pima-Maricopa Indian Community.

Mesa will have a wide variety of arts and cultural amenities and a nationally recognized library system. Mesa will be a vibrant cultural center with an active downtown and many opportunities for night and day entertainment. The City will be known as a friendly, safe, well-run city with a low crime rate.

Education as a Focus for the Future

The vision for Mesa's future includes a strong focus on education with excellent schools providing elementary to advanced levels and hubs of instruction. Mesa is a leader in education providing top notch and nationally recognized schools, including Mesa Public Schools, Arizona State University (East), Mesa Community College, Embry-Riddle University, University of North Dakota, and a number of independent college level programs.

Mesa will provide the best educational opportunities in the State of Arizona and will provide new businesses and emerging companies with a highly educated and skilled workforce. This plan envisions a continued partnership with the school districts to provide recreational facilities linked with schools and other community services. Mesa continues to be a leader in providing charter schools and alternative education opportunities for our youth.

Strong Economic Centers or Hubs

Mesa will have sustainable economic centers located at various “hubs” throughout the City. These hubs will emphasize quality, high-paying jobs. The employment sector will offer higher than average wage scales and excellent employment security. There will be a healthy economy that will operate at the cutting edge of technology.

One of these economic hubs will be developed in the southeast portion of the planning area in the vicinity of Williams Gateway Airport. This location is considered to be part of the Williams Gateway Sub-Area, but may also be referred to as the Santan Urban Economic Hub. The area is well situated to provide a large international trade center supported by the Williams Gateway Airport. It is envisioned to become a second urban center of the City, with a mixture of residential, commercial, employment, recreational, and public uses.

Downtown Mesa is envisioned as a business hub providing governmental services, history and culture for the community. This area will have a high quality employment base.

Other economic hubs will be developed in accordance with the characteristics described in the General Plan and the Economic Development Strategy. Each of the economic centers or hubs will allow residents of the City to work and play within fifteen minutes from their homes.

An Involved and Caring Community

Mesa will provide an atmosphere that is oriented toward the family and provides a strong sense of place. Citizens will be encouraged to share values, vote, take care of one another and their environment, and celebrate diversity. It is important that all cultural groups are actively involved in planning efforts for the future of our community. This vision recognizes, accepts and promotes diversity in public involvement and educational opportunities for all.

A People-Friendly Transportation System

Mesa's future will boast people-friendly transportation options. The City will strive to resolve problems created by traffic congestion. This vision includes alternatives to automobile transportation providing a wide variety of bus, light rail, bicycle, commuter rail, and air travel opportunities.

In conjunction with the people friendly transportation systems in the urbanized core of Mesa, it is envisioned that the downtown area will reveal a renaissance of opportunities. These opportunities will be supported by an ambiance created by a modern light rail system and pedestrian amenities.

Well Run City and Quality Built Environment

Mesa will have one of the best-run municipal governments in the State, providing efficient, modern, and user-friendly services. Environmental issues will be addressed and Mesa will be known as a clean city with virtually no pollution. The City will support clean air efforts, telework, promoting workers to live close to their workplaces, and provide excellent mass transportation choices.

Mesa will have a quality built environment, with beautiful natural desert amenities, historic places, and excellent and pleasing architectural character. Commercial and residential developments may be designed in a park-like atmosphere. Innovative urban design supporting the idea of live work and play in one area will be encouraged. Neighborhoods will be well maintained and provide housing in all price ranges and full-spectrum shopping. Mesa will maintain and revitalize its older residential neighborhoods and provide opportunities for quality commercial and mixed-use areas, which may focus on a variety of "small town centers".

1.2 History and Context

1.2.1 Historical Growth of the City

Since its incorporation over 100 years ago, the City of Mesa has experienced tremendous growth. Today it remains primed for further growth in size, population, and employment.

The history of Mesa extends back to the Hohokam Indians, the "Departed Ones," who built the original canal system in the Valley. Mesa's modern history began in 1877 when a group of Mormon colonists arrived in Lehi and built Fort Utah near the present day intersection of Lehi and Horne Roads. In 1878, a second group of Mormon colonists arrived and established what became modern-day Mesa by registering the square mile bounded by the present day Mesa Drive, Country Club, University, and Broadway Roads. In 1883, the City of Mesa was officially incorporated and had an estimated 200 residents.

Almost fifty years later, in 1930, the City's area had expanded to approximately 2.3 square miles and the population had increased to 3,711. Mesa's area and population increased rapidly thereafter. By 1960, Mesa's area was over 15 square miles and the population was nearly 34,000, concentrated near the historic city center. By 1980, however, the City boundaries had expanded significantly, increasing the City's area to over 66 square miles, and the population had increased to over 152,000.

Most recently, in 2000, the City's area and population had doubled to over 128 square miles and more than 396,000 residents. Similarly, the number of non-agricultural employees in Mesa increased to approximately 249,000 in 2000, up from 151,000 in 1990.

1.2.2 History of Planning in Mesa

The first general plan for Mesa was adopted by the City Council in December 1971. Officially called the Mesa 1990 General Plan, it served well during a period of rapid growth.

The City of Mesa experienced a rapid rate of growth during the decade of the 1970's. A number of planning studies were completed during this time to supplement the Mesa 1990 General Plan. These studies considered the areas of land use, transportation, storm water, utilities, housing, and airports. As a result of these studies, and in response to the substantial development in Mesa, a new general plan was prepared and adopted in 1982.

During the mid-1980's, Mesa continued to experience significant population and area growth. New local and regional issues arose, including freeway planning, environmental constraints, economic development, downtown redevelopment, neighborhood preservation, and utility system expansion. A major study of local economic development strategies and land use plans related to the newly-approved regional freeway system was conducted. This study resulted in the Mesa Freeway Corridors Study report, completed in 1988, which developed land use plans for a one-to-two-mile-wide corridor along existing and planned freeway alignments.

The Mesa Freeway Corridors Study was used as the basis for a 1988 update of the 1982 General Plan. This updated plan focused on policies that reflected the consensus of the City Council and the community. These policies were intended to guide major land use and community development decisions. References were made in the plan to other important studies that identified objectives and policies for the City.

After 1988, the City conducted a number of major planning studies to address various aspects of urban development. In 1996, an updated General Plan was prepared. The 1996 General Plan emphasized goals, objectives, and policies. The basic philosophy of the plan was to provide a decision-making framework for the overall planning process.

1.3 City Government

The City of Mesa has an elected Mayor and six City Council members that are limited to two consecutive terms. The City operates under a charter form of government, with the Mayor and City Council setting policy. In 1998, a voter initiative changed the election of the council members from an at-large system to a system of six districts. Council members serve a term of four years, with three members elected every two years. The mayor is elected at-large every four years.

The Mesa City Council actively encourages citizen participation in the decision-making process. This citizen involvement is accomplished through neighborhood meetings, advisory boards and committees, and other means. Based on the citizen input, the Council sets policies for the operation and development of the City. The appointed boards and committees play a major role in this process.

The citizen groups that have a particular relationship to the preparation of the General Plan include the Planning and Zoning Board, Transportation Advisory Board, Parks and Recreation Board, and Economic Development Advisory Board.

Other groups that play an important role in decisions affecting the community include the Board of Adjustment, Building Board of Appeals, Design Review Board, Downtown Development Committee, Electrical Advisory Board, Historic Preservation Committee, Housing and Human Services Advisory Board, Human Relations Advisory Board, Industrial Development Authority, Judicial Advisory Board, Library Advisory Board, Museum and Cultural Advisory Board, and Plumbing Mechanical and Solar Energy Advisory Board.

Supporting the elected and appointed leaders is a City staff of over 3,500 full-time equivalent employees. The City's leaders and staff strive to improve the quality of life and sustainability of Mesa by developing and enforcing policies related to the City's growth and development. They also enable community residents and businesses to express their opinions and gain representation via elections, public meetings, and direct contact.

The City of Mesa provides a wide range of services to meet the needs of the citizens and businesses located in Mesa, including roadways; gas, water, and electric utilities; police; fire; courts; libraries; solid waste disposal; parks and recreation facilities; arts and cultural programs; and transit. These services significantly improve the quality of life for residents and competitiveness for businesses. Furthermore, they are not generally provided by the private sector, making it incumbent upon the City to ensure their safe and efficient availability.

To provide these services, the City of Mesa draws upon a wide array of revenue sources and makes numerous expenditures. While most of this revenue is from local sources, such as sales taxes, utility charges, and user fees, a large proportion also comes from external sources, such as intergovernmental transfers from the State of Arizona. It is critical to the economic well-being of the community that the City's revenues and expenditures are kept in balance. Through careful planning and budgeting, the City has functioned efficiently since 1941 without a property tax.

1.4 Purpose of the General Plan

Arizona state law (ARS 9-461.05.A) requires that each city adopt a comprehensive, long-range general plan to guide the physical development of

the community. The Mesa City Charter also requires the existence of a general plan. The Mesa General Plan has the following three interrelated functions:

- An expression of community goals and priorities
- A decision making guide
- A fulfillment of a legal requirement of state law

While the Mesa General Plan responds to the legal requirements of the Arizona statutes, it is designed to be specific to the issues and needs of Mesa. It contains goals, objectives, and policies to guide the community over a 25-year period. Its focus is on shaping the physical form of the City, yet it also includes policies and statements about other aspects of the community.

Misconceptions sometimes exist with regard to the purpose and use of a general plan. Clarifications of several such items include the following.

- One misconception is that the general plan cannot be changed over time and that all of the policies and strategies will be implemented exactly as written. However, the plan is a general guideline that may be updated or changed if needed, depending on how growth actually occurs over time. The plan will be evaluated periodically and updated to respond to the changing needs of the community.
- Another misconception is that the general plan is the same as the zoning ordinance. In reality, these are two separate documents with different purposes. The general plan is a policy document that guides community growth and development decisions. The zoning ordinance, with its associated zoning maps, implements the General Plan. It is a legal instrument that precisely defines permitted land uses and associated performance standards for individual properties. The important relationship between the two is that zoning amendments must conform to the generalized policies of the plan. A common misconception is that the general plan is only the land use map. While this map is the focal point of many development decisions, the relationship with other concerns is critical to sound decisions. These concerns include transportation, public facilities, the environment, economic development, and other topics. The elements of the general plan provide guidance for decisions that will take into account the interrelationships among these issues.

The following lists summarize what a general plan is and what it is not.

Mesa's General Plan is:

- A statement of city policy
- A guide for decision making
- A framework for more specific planning
- A tool for education and communication

- A means of providing a long-range perspective
- A way to improve the quality of life

Mesa's General Plan is not:

- A specific plan for a development project
- A zoning ordinance
- A rigid static document
- A capital improvement plan
- A city budget
- A master plan or operational plan

1.5 Preparation of the General Plan

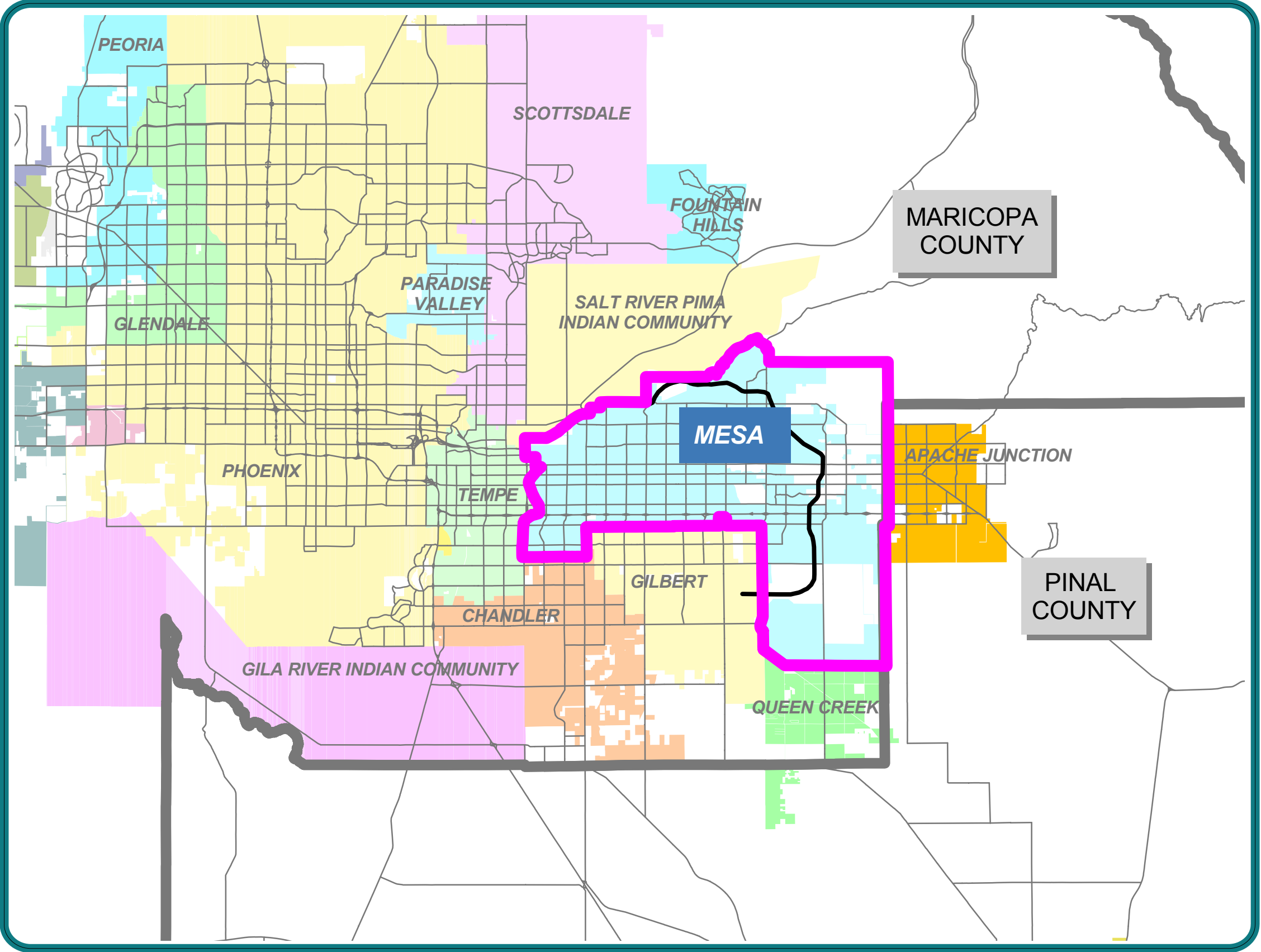
The general plan is intended to provide a comprehensive guide to the community's present and future residents and businesses as well as city leaders and staff regarding future growth and development goals. It applies to all land within the planning area and addresses subjects related to the community's development. The General Plan also specifies the objectives, policies and implementation measures required to achieve the community's goals.



A number of factors signaled the need to update the General Plan since its most recent adoption in 1996. Chief among these was the approval by the State of Arizona of legislation known as Growing Smarter (1998) and Growing Smarter Plus (2000). This legislation requires cities in Arizona to adopt or substantially revise their general plans. It also requires the City Council to approve the General Plan and to submit it to the citizens for a public vote. In addition, the City's continued strong population growth and the number of development opportunities have made it appropriate to update the General Plan.

The City of Mesa is an important part of the Phoenix Metropolitan Area. The relationship of Mesa to this urban area and the surrounding communities is illustrated on Figure 1-1. This General Plan covers an area somewhat larger than the City's incorporated limits, as shown on Figure 1-2. This Municipal Planning Area accounts for the fact that the City of Mesa's sphere of influence extends beyond its boundaries, particularly into areas that currently are primarily under the jurisdiction of Maricopa County. The Mesa Municipal Planning Area is generally bounded by the Salt River on the north, Baseline Road or Germann Road on the south, the Loop 101 Freeway on the west, and Meridian Road on the east. The City's incorporated area covers 128 square miles. Unincorporated areas collectively comprise approximately 44 square miles, creating a total planning area of nearly 172 square miles.

Regional Context

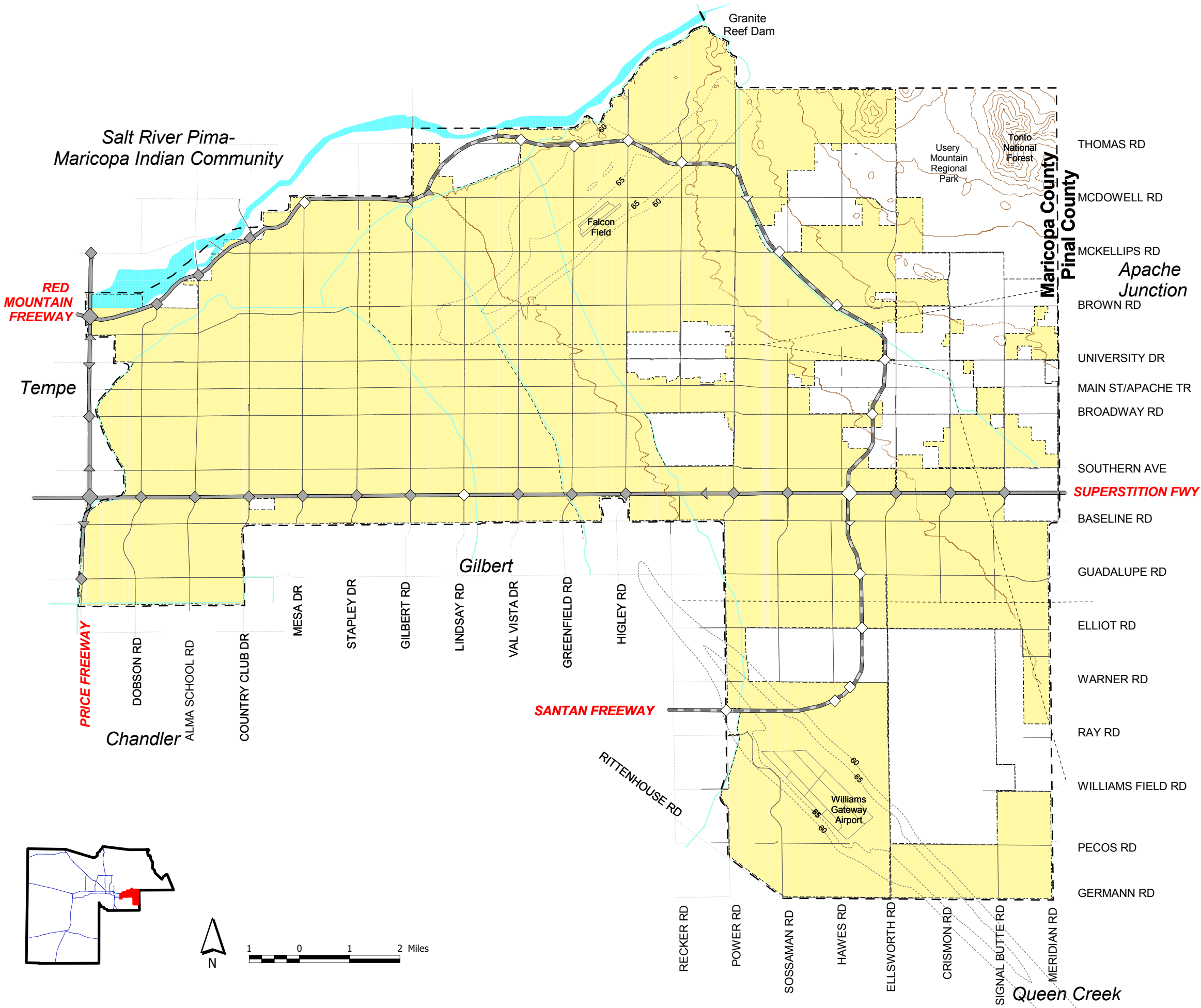
Figure 1-1











-  Mesa Municipal Planning Area
-  County Boundary

Municipal Planning Area

Figure 1-2



 Municipal Planning Area
City Limit

-  Freeway
-  Interchange
-  Future Freeway
-  Future Interchange
-  Arterial Roadway
-  Canals and Waterways
-  Aviation Noise Contours
-  Overhead Transmission Lines
-  Planning Area Boundary



In addition to the General Plan, the Mesa 2025 planning process also includes the preparation of the three more specific plans listed below. The General Plan includes elements that pertain to these three subjects. The respective individual master plans will provide additional details.

- Transportation Master Plan – Defines objectives, policies, and actions for the transportation system, including streets, transit, bicycles, and pedestrians.
- Parks and Recreation Master Plan – Sets objectives and policies for the park system and recreational programs.
- Economic Development Strategy– Defines objectives, policies, and strategies for the economic growth, development, and preservation of the community.

The Mayor and City Council appointed a 31-member citizen committee to provide general guidance in the preparation of the four plans. This Joint Master Planning Committee considered broad policy issues, supervised the public involvement process, and made recommendation to the City Council. Subcommittees were created for the General Plan, Transportation Plan, Parks and Recreation Plan, and Economic Development Plan. Each subcommittee addressed its respective plan in a comprehensive manner and forwarded its findings and recommendations to the full committee.

An extensive public involvement program was also undertaken to gather the views of the citizens of Mesa. At the center of the program were public open houses held in each of the six City Council districts to present information to the citizens and to gather their opinions during each phase of the planning process. The program also involved public surveys, a stakeholders meeting, newsletters, mailings, a web page, and interviews. Two planning and zoning public hearings and two City Council meetings were scheduled to hear citizen input and consider this plan.

1.6 Organization and Use of the General Plan

The remainder of the General Plan is divided into the 12 functional sections or elements listed below. These elements are required by the Growing Smarter (1998) and Growing Smarter Plus (2000) legislation. In some cases, the elements as defined by the statute are combined as indicated.

1. Land Use
2. Transportation (Combines circulation element and bicycle element.)
3. Economic Development
4. Growth Areas
5. Revitalization and Redevelopment
6. Housing

7. Public Facilities, Buildings, and Services (Combines public buildings element and public facilities and services element.)
8. Parks, Recreation, and Open Space (Combines open space element and recreation element.)
9. Environmental Planning/Conservation (Combines environmental planning element and conservation element.)
10. Water Resources
11. Cost of Development
12. Safety

Each element of the Mesa General Plan is organized into the following sections:

- Background
- Goals, Objectives, and Policies
- Plan Components

The Background describes historical and existing conditions and provides the general basis for the other sections of the element.

The Goals, Objectives, and Policies are used to guide decisions that affect the future of the City. The following definitions explain these terms in more detail and highlight their increasingly specific nature:

- **Goal:** A goal is a brief statement describing a desired target or end condition at which planning is directed. Goals are generally not measurable or time dependent, and do not describe specific steps necessary for achievement.
- **Objective:** An objective is an intermediate step towards attaining a goal. Objectives should be measurable, time dependent, and achievable.
- **Policy:** A policy is a clear statement guiding decision-making. Policies should be unambiguous, support the relevant goals and objectives, and be based on facts.

The Plan Components describe further details related to the goals, objectives and policies and are intended to facilitate their achievement.

These elements of the General Plan provide guidance for future growth and development of the community in both verbal and graphic form. These provisions will be effective only if the plan is properly administered and implemented. Provision must also be made for appropriate amendments. In addition, the General Plan will need to be updated as significant changes occur in the physical, economic, and political environment of the City of Mesa. These updates should reflect the latest demographic data available from the U.S. Census every five to ten years. At a minimum, the General Plan must be updated within ten years to comply with Arizona Revised Statutes.

Section 14.0 of the General Plan describes the manner in which the plan will be administered. This section contains the following three items:

- Plan Implementation – Tools and strategies that will be used to ensure that the goals, objectives, and policies described in the elements will be achieved.
- Plan Amendments – Procedures for amending the General Plan as required by state law.
- Plan Updates – Description of the need for periodic updates to the General Plan.

2.0 Land Use

The Land Use Element of the Mesa General Plan will guide the future growth and development of the community. The element illustrates how the City anticipates accommodating its future population growth as well as the eventual development patterns the City wishes to encourage.



2.1 Background

The background section summarizes the conditions and development patterns that form the basis of the Land Use Element. Included are existing land use, zoning, and land ownership and jurisdiction.

Historically, the land use pattern of Mesa has been dominated by rapid residential growth, supported by retail and service trades. The City's development reflects the suburban image that is dominated by single residences, scattered employment centers, and neighborhood style commercial uses. However, the City has matured to a population of approximately 400,000, making it the 43rd largest municipality and the 20th fastest growing city in the United States. In response to the needs resulting from this growth, coupled with the existing structure of the City, this plan envisions a future development pattern that balances residential and employment oriented land uses with economic enhancement opportunities.

2.1.1 Existing Land Use

The existing pattern of land use within the approximate 172-square-mile Mesa Planning Area reveals two dominant land uses: small-lot, single family detached housing; and vacant land. Encompassing 22% of the land within the planning area, single-family residential use is distributed fairly evenly throughout the developed portions of Mesa. The majority of undeveloped land is concentrated east of Power Road, which illustrates the initial concentric growth of the City, its western urbanized connection with the City of Tempe, early corridor growth along the Superstition Freeway, and more recent development to the northeast and southeast.

Consistent with typical land use patterns, community and neighborhood commercial districts are located primarily along arterial roadways and in the Mesa Town Center area. Separated by 10 miles along the Superstition Freeway (US 60) are two regional malls: Fiesta Mall to the west and Superstition Springs Center to the east.

The dominant industrial activity is concentrated in the northern and southeastern portions of the planning area. The major industrial employer to the north is The Boeing Company. The major sites to the southeast include General Motors Proving Ground, which is scheduled to be vacated, and Williams Gateway Airport. Small pockets of sand and gravel operations are located on the south side of the Salt River along the City's northern border. Medium and high-density residential uses, including manufactured home parks, are located along arterial roadways and are concentrated between University Drive and Southern Avenue.

Golf course based communities are primarily located east of the Roosevelt Water Conservation District (RWCD) Canal. The Union Pacific Railroad corridor in the southwestern portion of the City serves a series of industrial uses and connects through Chandler and Gilbert to the Williams Gateway area along the Rittenhouse Road alignment. Parks, open space, and educational facilities are located throughout the planning area. In the northeastern corner of the planning area, the Tonto National Forest and Utery Mountain Regional Park encompass large areas of natural open space.

Agriculture activities also exist in Mesa, with nearly 7,000 acres currently under production. While several small pockets of agricultural land are scattered within the general urbanized area, the larger concentrations are situated around the Lehi area, Falcon Field Airport, and Williams Gateway Airport.

Figure 2-1 shows the percentage by acreage of existing land uses and undeveloped land in the Mesa Planning Area. This chart illustrates the large amount of residential uses in comparison to employment uses. The overall existing land use pattern is illustrated on Figure 2-2. This map shows the mix of land use types in the older areas in the western part of the City as compared to residential areas in the east. Figure 2-3 shows the locations of the vacant land. It clearly illustrates the large amount of vacant land located east of Power Road.

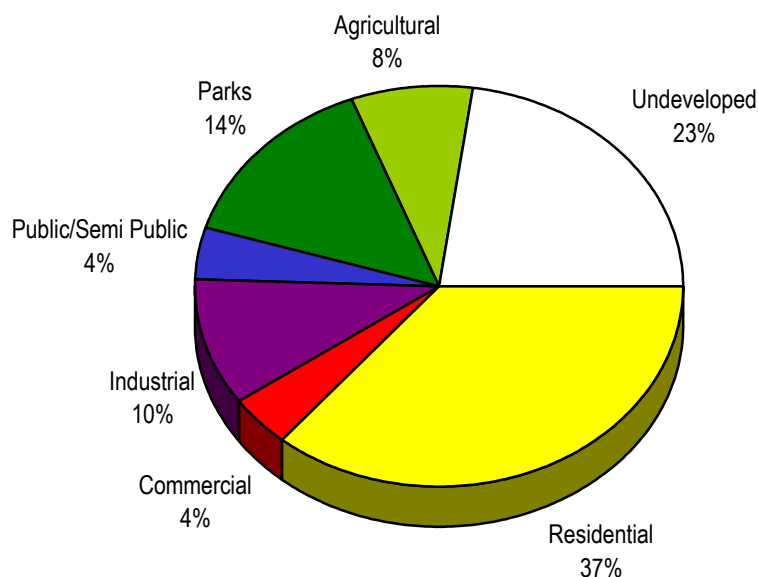
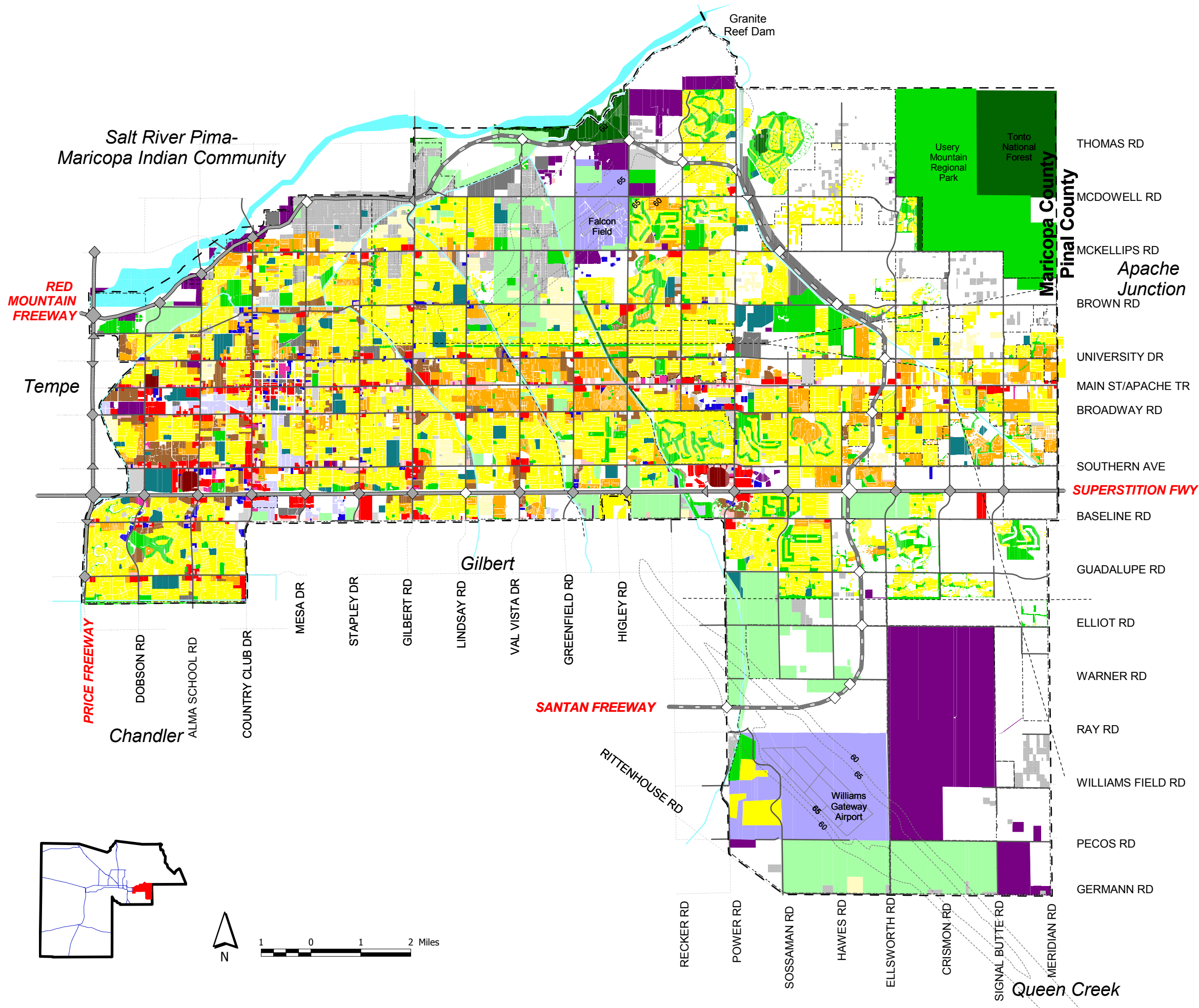


Figure 2-1 - Existing Land Use Acreage by Percentage

GENERAL PLAN

Existing Land Use

Figure 2-2



Residential

- Large Lot Residential
- Small Lot Residential
- Medium Density Residential
- High Density Residential

Retail

- Regional Retail Center
- Community Retail Center
- Neighborhood Retail Center

Employment

- Office
- Business Park
- Industrial
- Airport
- Public Facility
- Institutional
- Educational
- Hotel / Motel / Resort

Undeveloped

- Dedicated / Non-developed
- Recreational / Open Space
- Agriculture
- Rural
- Vacant

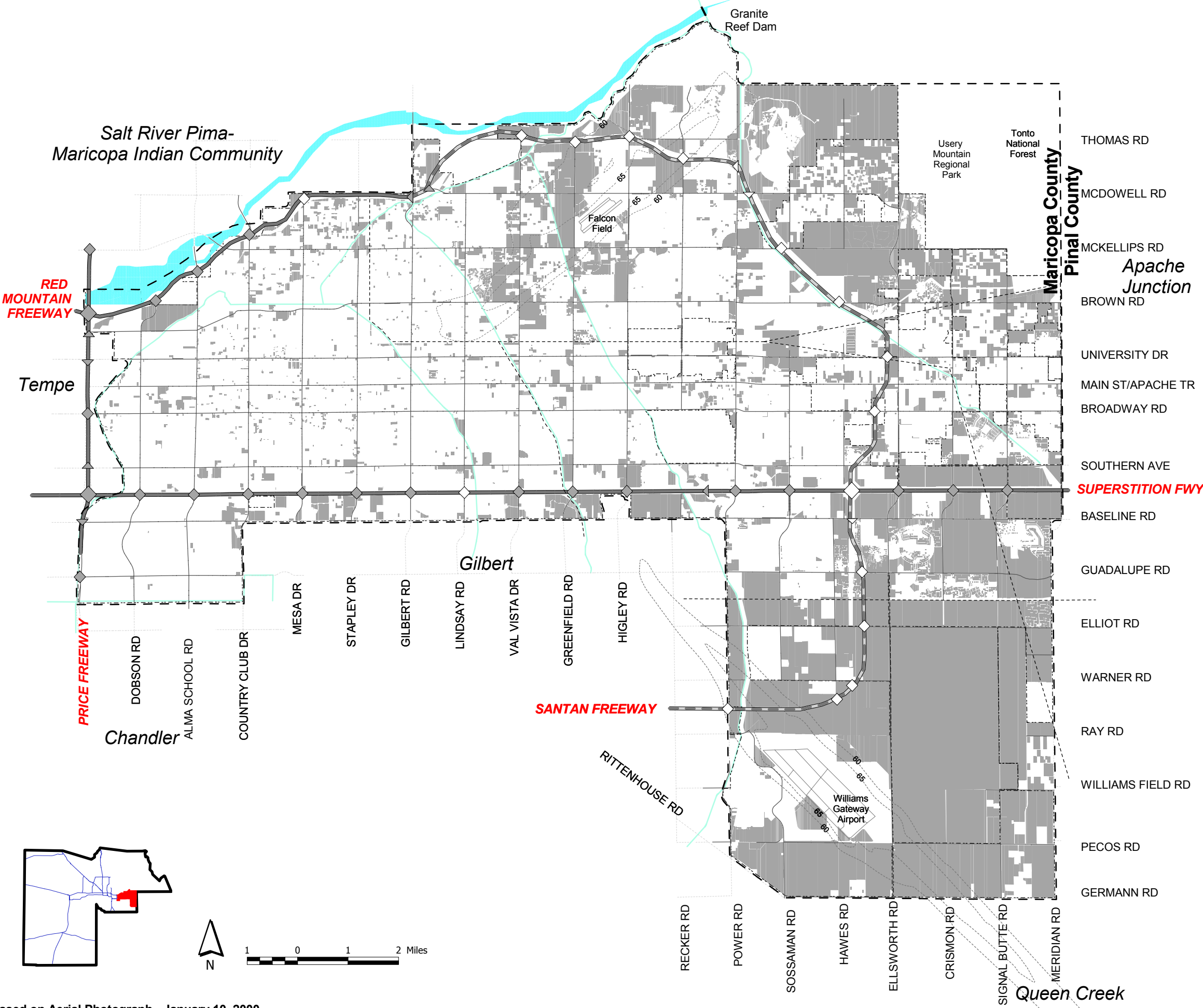
- Freeway
- Interchange
- Future Freeway
- Future Interchange
- Arterial Roadway
- Canals and Waterways
- Aviation Noise Contours
- Overhead Transmission Lines
- Planning Area Boundary



GENERAL PLAN

Generalized Vacant Land

Figure 2-3



Existing Vacant Land

- Freeway
- Interchange
- Future Freeway
- Future Interchange
- Arterial Roadway
- Canals and Waterways
- Aviation Noise Contours
- Overhead Transmission Lines
- Planning Area Boundary

Based on Aerial Photograph - January 10, 2000.



2.1.2 Existing Zoning

The City of Mesa Zoning Ordinance, originally adopted in 1954 with a major revision in 1988, was developed in accordance with Arizona Revised Statutes (ARS 9-462 and 11-821). These statutes allow the City to adopt zoning ordinances that regulate development activities. The ordinance establishes permitted land uses and the appropriate location, size and height of structures, among other factors. As such, the intent of the Zoning Ordinance is to provide minimum requirements in support of the General Plan. The ordinance also promotes the public interest, health, comfort, safety, convenience, and general welfare of the City and its citizens through development regulations and design standards.

The Zoning Ordinance establishes twenty-five zoning and seven overlay district categories to classify and regulate residential, employment and supportive land uses. Within these districts, additional regulations are also delineated. Table 2.1 summarizes the zoning classifications of each district.

Table 2.1: Description of Zoning Districts

DESIGNATION	DESCRIPTION
Agricultural District	
AG	Agricultural activities, minimum 10 acre lot
Single Residence Districts	
R1-90	Rural low density housing, minimum 90,000 SF Lot
R1-43	Rural low density housing, minimum 43,560 SF Lot
R1-35	Suburban low density housing, minimum 35,000 SF lot
R1-15	Suburban low density housing, minimum 15,000 SF lot
R1-9	Urban density housing, minimum 9,000 SF lot
R1-7	Urban density housing, minimum 7,000 SF lot
R1-6	Urban density housing, minimum 6,000 SF lot
Multiple Residence Districts	
R-2	Transition from Single Residence Districts, maximum 12 DU/Ac
R-3	Medium Density, maximum 17 DU/Ac
R-4	High Density, maximum 25 DU/Ac
Commercial Districts	
O-S	Office-Service: non-retail, small-scale offices, residential services on minimum 6,000 SF lot
C-1	Neighborhood Commercial: large-scale offices, small-scale retail
C-2	Limited Commercial: indoor retail, shopping centers, group commercial developments
C-3	General Commercial: variety of outdoor and indoor commercial activities

Table 2.1: Description of Zoning Districts (Continued)

Industrial, Manufacturing and Employment Districts	
PEP	Planned Employment Park: regional technical/industrial employment-generation areas, high-quality planned industrial centers on minimum 5 ac lot
M-1	Limited Industrial: limited manufacturing, processing, warehousing
M-2	General Industrial: intensive industrial, manufacturing, outdoor and indoor storage
Town Center Districts	
TCR-1	Low density residential within Town Center Boundary, minimum 6,000 SF lot
TCR-2	Medium density residential within Town Center Boundary, maximum 12 DU/Ac
TCR-3	High density residential within Town Center Boundary, maximum 40 DU/Ac
TCB-1	Business district within Town Center Boundary, medium density residential, professional offices
TCB-2	Business district within Town Center Boundary, intensive commercial, light manufacturing, access to arterial and rail
TCC	Town Center Core: highest intensity land use with development incentives
Public Facilities District	
PF	Public Facilities: large-scale governmental, public utility, recreational, and educational facilities on minimum 10 ac lot
Overlay Zoning Districts	
BIZ	Bonus Intensity Zone: high-quality, innovative developments with higher intensity on by-passed or underutilized properties
PAD	Planned Area Development: cohesively planned developments incorporating open spaces, unique building design, property owners associations
DMP	Development Master Plan: conceptual zoning of large land parcels into planned uses for future development
AF	Air Field Districts: eight (8) height and use restricted sub-districts based on locations within noise contours
AS	Age Specific District: occupied by at least one person not less than fifty (55) years of age, no minors
HL	Historical Landmark: historic, visual or architecturally significant structure at least fifty (50) years old
HP	Historic Preservation: historic, visual or architecturally significant area at least fifty (50) years old with minimum of seven (7) contiguous properties or 300 feet of street frontage

2.1.3 Land Use Plan/Zoning Conformity

Arizona Revised Statutes 9-462.01.F requires that all adopted zoning and rezoning ordinances shall be consistent with and conform to the adopted General Plan of the municipality. The Land Use Plan on Figure 2-6 shows the generalized land use plan for the City. This plan indicates the intended predominate future function, density and characteristic use of land for the different parts of Mesa. In general the plan does not address the specific characteristics of residential development, or the specific types of commercial and other non-residential uses.

Provision is made for a variety of mixed land use projects, some with a broad range of uses allowed. The plan does not reflect the intended zoning of

individual parcels, but rather generalized desired future land use. The boundaries between use and density designations noted on the map are not fixed precisely. Rather, they indicate general areas wherein the goals of the plan will be pursued through more detailed planning decisions. Table 2.2 summarizes the conceptual correlation between the land use designations and the zoning districts.

Table 2.2: Correlation Between Land Use and Zoning

LAND USE DESIGNATIONS	CORRELATING ZONING DISTRICTS
<i>Residential Land Use Designations</i>	
Single Residence LDR (0-1) Target (0.5 du/ac) LDR (1-2) Target (1.2/du/ac) MDR (2-4) Target (3.0 du/ac) MDR (4-6) Target (5.0 du/ac) MDR (6-10) Target (6.5 du/ac)	R1-90, R1-43, R1-35, R1-15, R1-9, R1-7 and R1-6
Multi Residence HDR (10-15) Target (12.5 du/ac) HDR 15+ Target (15+du/ac)	R-2, R-3 and R-4
<i>Non-Residential Land Use Designations</i>	
Commercial NC-Neighborhood Commercial CC-Community Commercial RC-Regional Commercial	C-1, C-2 and C-3
Employment O-Office BP-Business Park LI-Light Industrial GI-General Industrial	O-S, P.E.P, M-1 and M-2
Public/Institutional P/SP-Public/Semi-Public E-Education P-Parks NAOS-Natural Area Open Space	PF
Mixed Use MU/R - Mixed Use Residential (30%maximum 15+ du/ac) MU/E – Mixed Use Employment (No Residential allowed)	Various zoning districts will depend on the appropriate land uses related to the project
Historic Downtown TC- Town Center Concept Plan Area	Town Center Zoning Districts: TCR-1, TCR-2, TCR-3, TCB-1, TCB-2 and TCC
<i>Overlay zoning districts that are required depending on the land uses and intensities include: BIZ-Bonus Intensity Zone; PAD-Planned Area Development; DMP-Development Master Plan; AF- Air Field; AS-Age Specific; HP-Historic Preservation; and HL-Historic Landmark.</i>	

2.1.4 Land Ownership/Jurisdiction

Individuals or corporations privately hold over 85 percent of the land within the Mesa Planning Area. A total of eight major public entities have jurisdiction of the remaining area. Figure 2-4, Land Ownership, illustrates the land ownership and jurisdiction in map format and shows the general locations of large tracts of public land. The holdings of each of the public entities are summarized below.

Salt River Pima-Maricopa Indian Community

The Salt River Pima-Maricopa Indian Community (SRPMIC) owns over 900 acres in the planning area. These holdings are located along the south side of the Salt River channel along the northern planning area boundary. The community includes a total of over 54,000 acres of land north of Mesa, east of Scottsdale and Tempe, and south of Fountain Hills and the Fort McDowell Indian Community.

Federal Agencies

Tonto National Forest

The Tonto National Forest is a valuable natural resource to the City. Approximately 1,900 acres of the 2.8 million-acre Tonto National Forest are located in the northeast corner of the planning area.

Bureau of Land Management

The Bureau of Land Management (BLM) is responsible for managing 14 million acres of public lands across Arizona. Within the planning area, BLM manages nearly 785 acres of land at four locations. These lands are either vacant or are the sites of public facilities established through long term leases, such as the East Mesa Regional Library and the East Mesa Service Center.

Bureau of Reclamation

Originally known for constructing dams, canals, and power plants across the western United States, the Bureau of Reclamation currently functions primarily as a wholesaler and manager of water resources. The 470 acres held by the Bureau within the planning area are located along the Salt River between Gilbert Road and Granite Reef Dam. The Bureau also manages several parcels along the Central Arizona Project Canal including the CAP Water Treatment Plant.

State and Local Agencies

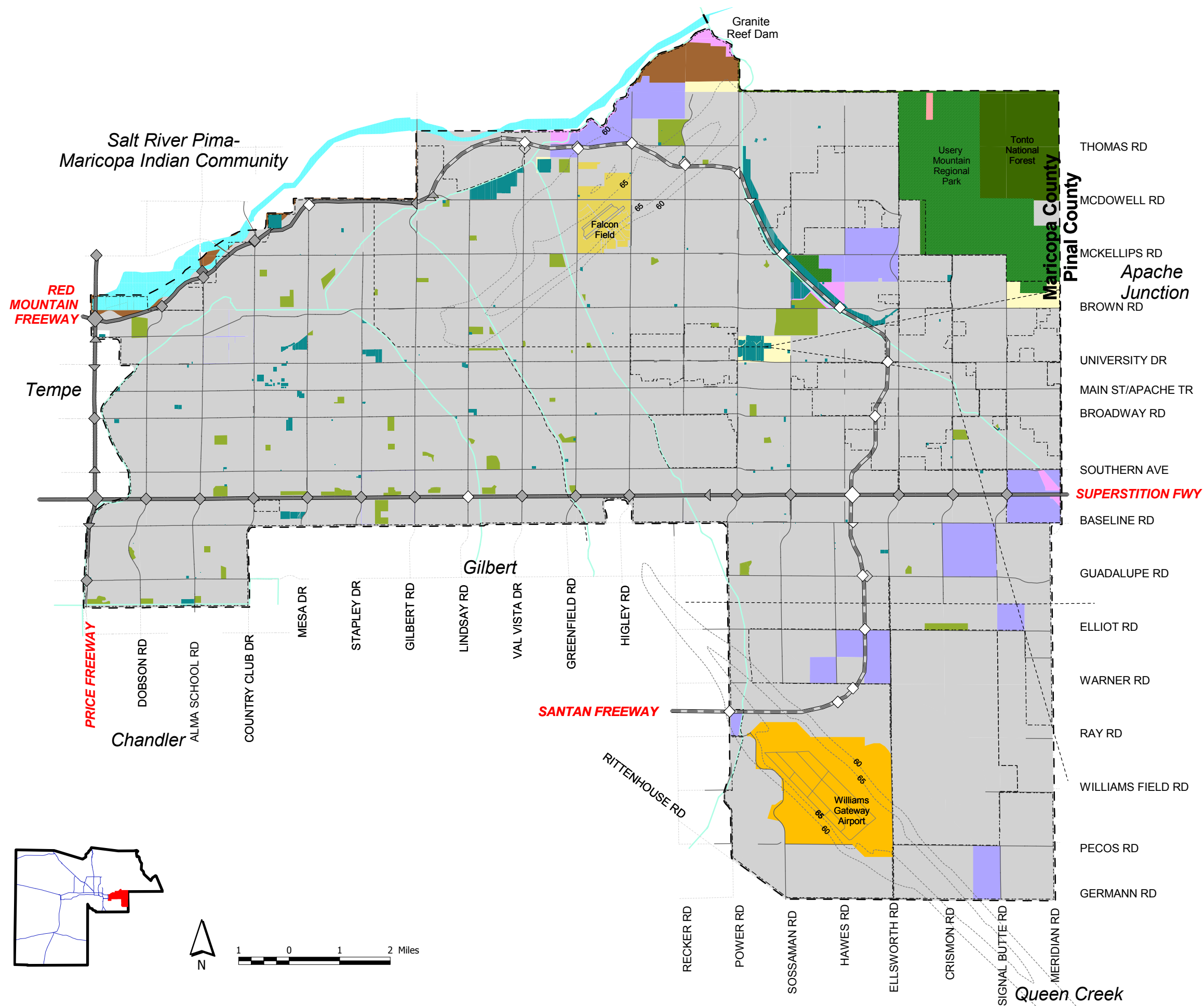
Arizona State Land Department

As the administrator of State Trust Lands, the Arizona State Land Department (ASLD) manages lands granted to Arizona by the federal government since 1863. These lands are managed to generate revenues for the benefit of public schools and other institutions in Arizona. The ASLD manages over nine million acres throughout the state. Over 4,000 acres of State Trust Lands are located throughout the planning area.

GENERAL PLAN

Land Ownership

Figure 2-4



- Falcon Field
- Arizona State Land Department
- Bureau of Land Management
- Maricopa County
- Tonto National Forest
- Salt River Indian Reservation
- Williams Gateway Airport
- Arizona Game & Fish
- Bureau of Reclamation
- City or Other Public Ownership
- City Parks
- Private or Other

- Freeway
- Interchange
- Future Freeway
- Future Interchange
- Arterial Roadway
- Canals and Waterways
- Aviation Noise Contours
- Overhead Transmission Lines
- Planning Area Boundary



Arizona Game and Fish Department

The Arizona Game and Fish Department manages 40 acres of land within Utery Mountain Park.

Municipal Properties

The City of Mesa owns numerous properties, ranging from parks to municipal office buildings, to rights-of-way for streets.

Public School Properties

Six public school districts have at least part of their area within the City of Mesa. These districts include Mesa, Tempe, Gilbert, Queen Creek, Higley, and Maricopa County. Campus sites for Arizona State University (East) and Mesa Community College are also located in Mesa.

2.2 Goals, Objectives, and Policies

Goal LU-1

Develop a land use pattern throughout the City that creates orderly municipal growth, achieves compatibility with surrounding communities, and is consistent with other plans and programs of the City.

Objective LU-1.1

Create the most advantageous economic and environmental balance of build-out land uses based on community and regional characteristics.

Policy LU-1.1a

Continue to evaluate the appropriate mix of land uses to achieve the desired mix of residential, employment, and public uses.

Policy LU-1.1b

Continue to evaluate the relationships between future development and environmental values, including the identification of approaches to achieve a positive relationship between development and the environment. Preserve significant natural environmental features and scenic resources within the planning area.

Policy LU-1.1c

Coordinate with Maricopa County, Pinal County, Maricopa Association of Governments, Salt River Pima-Maricopa Indian Community, adjoining cities, and other related entities in developing compatible land uses for areas adjacent to the City boundary.

Policy LU-1.1d

Coordinate land use planning projects with landowners, local neighborhood associations, nearby industry, and developers to achieve consistency with City policies and compatibility among developments.

- Objective LU-1.2** Encourage urban growth in a planned, orderly manner with high quality development and an innovative and sustainable urban development patterns.
- Policy LU-1.2a Consider revisions to the Zoning Ordinance and Zoning Map as necessary to ensure conformity on a case-by-case basis.
 - Policy LU-1.2b Update the planning-related ordinances and programs to implement the General Plan and to encourage creative and innovative design in constructing subdivisions that promote both sustainability and a sense of community.
 - Policy LU-1.2c Promote the development of available large vacant parcels of land as master planned communities with an appropriate mix of land use types.
 - Policy LU-1.2d Encourage the enhancement of open space, landscaping, and aesthetic design in commercial areas and along major arterial streets.
 - Policy LU-1.2e Consider creating a land use category that allows multi-use urban center developments in areas other than the existing downtown.
- Objective LU-1.3** Ensure that the land use pattern throughout the community is compatible with the provisions of all elements of the General Plan and the corresponding master plans prepared by the City.
- Policy LU-1.3a Continue to evaluate the relationships between the land use pattern and issues related to the subjects of the other General Plan elements.
 - Policy LU-1.3b Develop and implement transit oriented standards for development and redevelopment along transit routes.
 - Policy LU-1.3c Provide for a mixture of activities and increased densities within one-quarter mile of existing and planned major transit routes and facilities.
 - Policy LU_1.3d Encourage development along transit routes to relate to the transit line and pedestrians and to provide on-site pedestrian connections.
 - Policy LU-1.3e Consider methods by which the need for park acreage can be met in each planned area development and master planned development.
- Objective LU-1.4** Determine the direct and indirect utility, land use, schools, and fiscal implications of potential annexation of unincorporated areas.
- Policy LU-1.4a Promote annexation requests within the planning area that will enhance economic growth.
 - Policy LU-1.4b Accommodate future growth of the City through annexation of adjacent land in a planned manner that maximizes infrastructure investment.

Goal LU-2

Support the diverse and dynamic sub-areas within the City of Mesa by reinvesting in those neighborhood communities that exhibit unique character or history.

- Objective LU-2.1** Promote Mesa's unique identity by encouraging the revitalization, preservation, or development of community sub-areas throughout the City.
- Policy LU-2.1a Recognize the on-going planning efforts in the Mesa Grande Sub-Area and employ the available resources to encourage positive long-term growth within this part of the City.
 - Policy LU-2.1b Maintain and enhance the Central Broadway Sub-Area as a stable, culturally diverse, mixed-income community that allows all residents to enjoy a better quality of life.
 - Policy LU-2.1c Provide for a quality mixture of development in the Williams Gateway Sub-Area that recognizes the need for the creation of employment, appropriate housing, and protection of the operation of Williams Gateway Airport.
 - Policy LU-2.1d Provide for the development of the Falcon Field Sub-Area in a manner that takes advantage of economic development opportunities, creates employment, and is consistent with the operation of Falcon Field Airport.
 - Policy LU-2.1e Maintain and enhance the architectural character of the Desert Uplands Sub-Area through continued enforcement of existing Desert Uplands Development Standards and grading plans.
 - Policy LU-2.1f Continue the unique character and lifestyle of the Lehi Sub-Area while encouraging development and redevelopment that is compatible with existing land use, density, architectural style landscape materials, and roadway design.
 - Policy LU-2.1g Provide for the continued development of the Citrus Sub-Area as a low to medium density residential area and the maintenance of the rural citrus character insofar as practicable.
- Objective LU-2.2** Promote planning opportunities for community sub-areas to enhance the character and livability of the areas and to foster community pride.
- Policy LU-2.2a Facilitate the development of specific points of pride within the Mesa Grande Sub-Area.
 - Policy LU-2.2b Prepare a sub-area land use and revitalization plan for the Central Broadway Sub-Area.
 - Policy LU-2.2c In conjunction with Williams Gateway Airport and major landowners in the Williams Gateway Sub-Area, prepare a plan that provides for innovative employment, residential, and public uses; creates a second urban center in this area; is compatible with the Land Use Map in this Land Use Element;

and provides for the continued operation and expansion of Williams Gateway Airport.

- Policy LU-2.2d In conjunction with Falcon Field Airport, prepare a plan that builds upon the provisions of the Falcon Field Master Plan, assists in achieving the City's economic development goals, and provides for compatible uses around the airport.
- Policy LU-2.2e Preserve and enhance the character of the Sonoran desert landscape in the Desert Uplands Sub-Area through continued implementation of the Desert Upland Design Standards.
- Policy LU-2.2f Prepare preservation and development guidelines plan for the Lehi Sub-Area.
- Policy LU-2.2g Provide for planning activities in the Citrus Sub-Area that will contribute to the objectives for the area.

Goal LU-3

Provide for a high quality, balanced, and diverse housing stock for existing and future City residents.

- Objective LU-3.1** Promote a balanced stock of single residence and multiple residence types and styles at appropriate locations.
 - Policy LU-3.1a Coordinate land use decisions with the provisions of the Housing Element of the General Plan.
 - Policy LU-3.1b Coordinate land use decisions with the provisions of the Revitalization and Redevelopment Element of the General Plan with regard to the provision of housing in the mature areas of the City.
- Objective LU-3.2** Determine the appropriate locations for multiple family residential projects.
 - Policy LU-3.2a Encourage multi-family residential uses within mixed-use activity centers that are supported by a multi-modal transportation network.
 - Policy LU-3.2b Promote multi-family residential uses that support the scale and function of retail, commercial, and employment uses within mixed-use activity centers.
 - Policy LU-3.2c Encourage multi-family residential redevelopment that respects the character of the area.
 - Policy LU-3.2d Evaluate the need for the provision of special needs and group housing.
- Objective LU-3.3** Strive to establish compatibility among residential, employment and public facility uses.
 - Policy LU-3.3a Establish criteria to provide for the appropriate location of employment and public facility uses.

Policy LU-3.3b Require adequate buffering to protect residential neighborhoods from incompatible non-residential and industrial land uses.

Goal LU-4

Provide for an adequate supply of commercial acreage and space that provides increasing levels of annual sales tax to the City.

Objective LU-4.1 Maximize opportunities for the use of the land adjacent and within close proximity to existing and proposed freeways for large-scale non-residential uses.

Policy LU-4.1a Identify programs or policies that should be initiated to attract retail development to the Growth Areas of the City.

Policy LU-4.1b Examine opportunities for development of medium- to high-density commercial nodes at interchange locations along major freeways.

Policy LU-4.1c Limit auto-oriented commercial uses to a maximum of two corners of an arterial street intersection.

Policy LU-4.1d Discourage mid-block convenience stores with gas stations unless they are small scale and integrated with adjacent residential development in scale, layout, and pedestrian connections.

Objective LU-4.2 Encourage the development of commercial type uses that support a fiscally sound community.

Policy LU-4.2a Develop and implement policies and incentives to encourage adaptive reuse of vacant commercial buildings.

Policy LU-4.2b Attract land uses that generate revenue to the City, while maintaining a balance of other community needs such as housing, open space, and public facilities.

Objective LU-4.3 Encourage the design and implementation of integrated residential, commercial and office uses.

Policy LU-4.3a Develop and implement design guidelines for mixed-use activity centers within the City.

Objective LU-4.4 Establish criteria for the appropriate location and scale of commercial uses.

Policy LU-4.4a Support the Fiesta Mall and Superstition Springs Center areas as major retail and mixed-use activity centers.

Policy LU-4.4b Support the development of retail and mixed uses in the Williams Gateway Sub-Area consistent with the land use plan.

Policy LU-4.4c Consider an ordinance that designates single use retail of 100,000 square feet or larger as "Big Box" retail that shall not be located in neighborhood commercial land use designations of the land use plan.

Goal LU-5

Provide for an adequate long-term supply of business park/industrial land that continues to enhance the City and regional employment base.

Objective LU-5.1 Provide a wide range of office/business park/industrial related uses that are optimally located in relation to their purpose, environmental considerations and transportation infrastructure needs.

Policy LU-5.1a Identify policies and activities to encourage neighborhood scale office/business park development adjacent to residential land uses.

Policy LU-5.1b Continue an aggressive marketing campaign to promote the supply of potential industrial land and/or planned land and its advantageous regional location.

Objective LU-5.2 Maximize the regional economic benefits of Falcon Field and Williams Gateway Airports and the surrounding areas.

Policy LU-5.2a Protect the long-term employment potential for lands surrounding Falcon Field and Williams Gateway Airports by designating appropriate areas for business, industrial, residential, commercial, and office uses.

Policy LU-5.2b Promote the benefits of airport proximity to potential office/business park developments in collaboration with private-sector developers.

Policy LU-5.2c Discourage the encroachment of residential uses around the two airports that would impact their long-term economic, employment, and operational viability.

Goal LU-6

Provide for a diverse and dynamic Town Center within the City of Mesa that exhibits Mesa's historic character, supports the governmental campus, and offers opportunities for reinvesting in neighborhoods and businesses that offer a unique character or history.

Objective LU-6.1 Provide a wide range of land uses that support the character of the Town Center Area in accordance with the Town Center Concept Plan adopted by the City of Mesa.

Policy LU-6.1a Maintain and update the Town Center Concept Plan to identify policies and activities to encourage a unique mixture of residential, office, business and other land uses in the Town Center area identified on Figure 2-6.

Policy LU-6.1b Continue to provide opportunities for innovative design in the Town Center area defined in this element.

- Objective LU-6.2** Maximize the regional economic, historic, and cultural benefits of the Town Center.
- Policy LU-6.2a Protect the long-term employment potential of the Town Center area for business, residential, commercial, and office uses.
- Policy LU-6.2b Promote the benefits of proximity to the core of the historic center of the City of Mesa of a mix of office, business, residential, park, and cultural uses connected by safe sidewalks, bicycle routes, and transit stops.

2.3 Plan Components

The Land Use Plan guides the planned growth of the community by implementing criteria designed to ensure high quality new development, preserve sound neighborhoods and non-residential areas, upgrade areas targeted for revitalization, and maintain areas designated for their unique environmental quality or long-term use as open space. Future growth must be managed to create an appropriate mix of land uses, while protecting surrounding areas, public investment, and ensuring the availability of municipal service and facilities. The key to attaining this vision is adopting a comprehensive land use plan and having a long-term commitment to its implementation.

2.3.1 Sub-Areas of the City

Seven sub-areas of the City that have particular features or land use issues have been defined for consideration in the land use plan. These sub-areas are described below and illustrated on Figure 2-5.

Mesa Grande Sub-Area

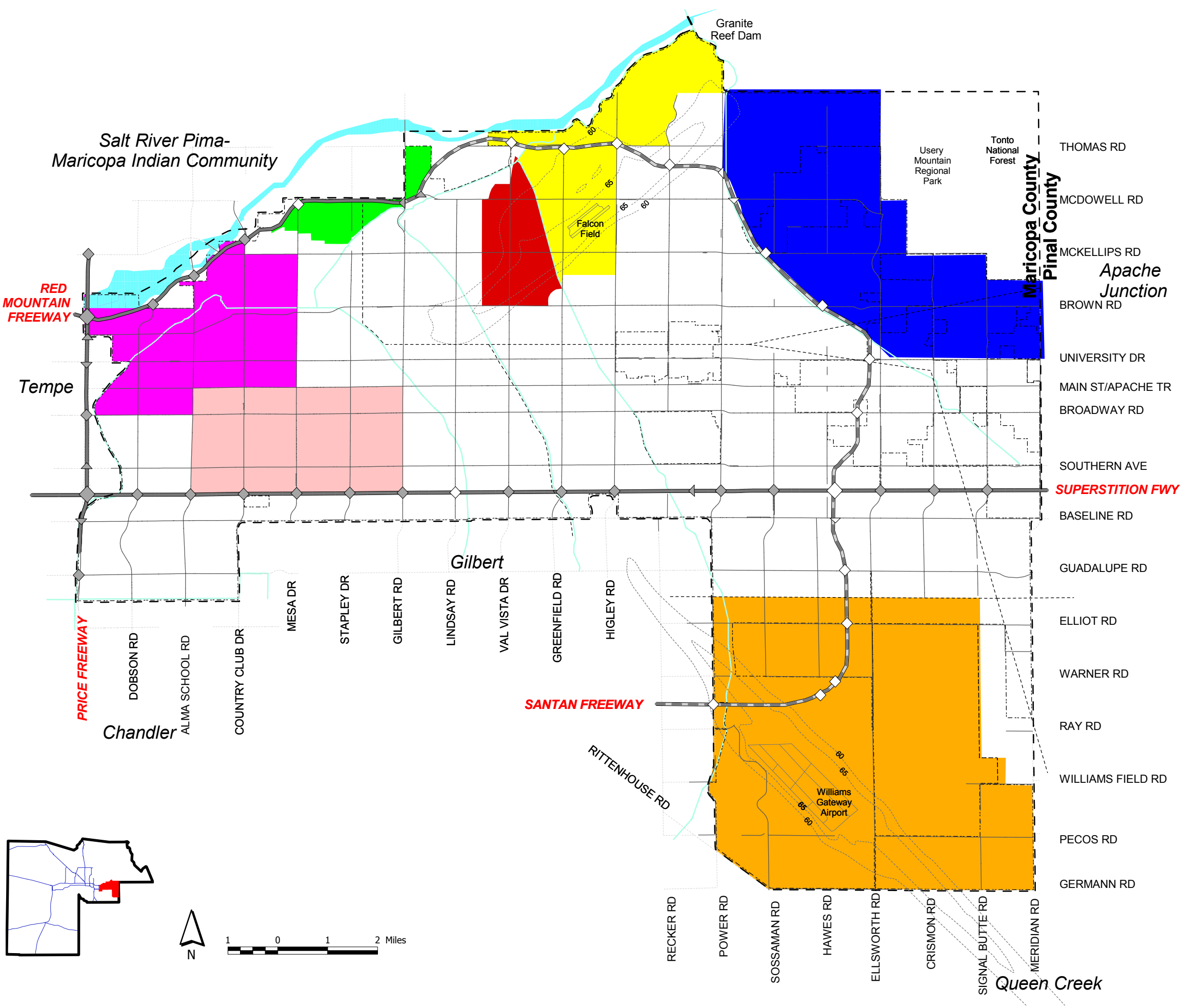
The Mesa Grande Sub-Area is located in the northwestern portion of Mesa, with northern and western limits contiguous with the City of Mesa boundaries. The southern limits of the sub-area are Broadway (from the western boundary to Alma School Road) and Main Street (from Alma School Road to Mesa Drive). Mesa Drive defines the eastern boundary.

The Mesa Grande Sub-Area may be considered the Northwest Gateway to Mesa, with medium density neighborhoods that provide opportunities for residents to live, work, shop, learn, worship, and play. This area boasts neighborhood-serving retail and commercial uses, parks, historic districts, archeological sites and canals, excellent schools, and a neighborhood transportation system with opportunities to walk, bike or bus from place to place. The Mesa Grande Sub-Area takes its name from the Mesa Grande Ruins archeological site. This site, along with other attributes of the area, has the potential to be considered a "Point of Pride" for this area and Mesa. However, this site has been left undeveloped for many years and is in need of improvements to improve its appearance and accessibility, as well as make it available to the public.

GENERAL PLAN

Community Sub-Areas

Figure 2-5



- Citrus
- Central Broadway
- Desert Uplands
- Falcon Field
- Lehi
- Mesa Grande
- Williams Gateway

- Freeway
- Interchange
- Future Freeway
- Future Interchange
- Arterial Roadway
- Canals and Waterways
- Aviation Noise Contours
- Overhead Transmission Lines
- Planning Area Boundary



The Mesa Grande area may be best identified with its positive attitudes toward family and education, and for taking collective responsibility for maintaining safe, attractive, diverse, friendly neighborhoods and a high quality of life. The Mesa Grande area's numerous community assets, employers, faith-based organizations, unified and energized neighborhood groups, businesses, health care facilities, financial institutions, schools, and residents should all be utilized to the greatest extent possible toward achieving an even healthier, vibrant community.

Points of Pride are attributes in this sub-area that may be improved through planning and programs that will preserve and/or enhance the neighborhoods in this area. These points of pride include: Mesa Grande Ruins archeological site, Mesa Lutheran Hospital, Dobson Road Business and Industrial Corridor, Schools, and the neighborhood transportation system.

Central Broadway Sub-Area

The Central Broadway Corridor Sub-Area is defined as the south side of Main Street, North of Highway 60, east of Alma School and west of Gilbert Road. The Central Broadway Corridor has unique features that distinguish it from the remainder of the City, including a history that begins with the founding of Mesa that has evolved into a community that offers a wide range of diversity. The people in this area provide an example of how those of all races, ages, cultures and ethnic backgrounds may work together to improve their community. With growth in Mesa focused in the eastern reaches, the Central Broadway Corridor has survived without significant investment, new housing stock, employment opportunities, infrastructure enhancement, or school improvements.

The vision for the Central Broadway Corridor is to become a healthy, stable, culturally diverse, mixed-income community that allows all residents to enjoy a better quality of life. To attain this, planning and implementation strategies are needed to preserve stable neighborhoods; stabilize transitional neighborhoods; and give new life to deteriorating neighborhoods. Planning in this area must reflect a balance of racial, economic and social perspectives. Revitalization plans must meet the economic, environmental, and social needs of socio-economic diverse neighborhoods.

The rich heritage of this area should be preserved and protected. Historic and cultural preservation and conservation of unique neighborhoods and development patterns contribute to community pride, investment and redevelopment. Property conditions, as well as infrastructure, should be maintained at a high level to maintain its character, quality and value of the area. Sustainable economic and community development should be promoted.

Planning should address the reuse and rehabilitation of vacant structures, as well as improvements to occupied buildings, to provide a positive image for the area. New development and reinvestment should be promoted as a means to prevent

further deterioration. Preserving viable communities or rebuilding those that have declined over years of neglect cannot be accomplished or sustained solely by one entity. Successful revitalization requires the commitment of available resources from the City, businesses, civic groups and individual residents. These resources should be strategically used as a catalyst to improve confidence that encourages new funding sources and reinvestment.

Williams Gateway Sub-Area

The Williams Gateway Sub-Area is located in southeast Mesa as shown on Figure 2-5. This area is approximately 30 square miles and is influenced by activities of the Williams Gateway Airport (WGA) and the Williams Campus, which is the former Williams Air Force Base.

This sub area has been mostly identified with the former Williams Air Force Base, which was founded in 1941 and functioned as a training base for U.S. Air Force pilots. The facility, near Power and Williams Field roads, continued to operate as a military facility until the Air Force closed the base in 1993.

Today, Williams Gateway Airport is owned by the WGA Authority, which includes four community partners – the Gila River Indian Community, the City of Mesa, the Town of Gilbert and the Town of Queen Creek. The Airport and supporting businesses employ more than 800 people and generate \$115 million for the economy each year. The Airport uses the three runways and approximately 3,000 acres of the former air base. At this time, the Williams Gateway Airport passenger terminal is ready for passenger air service and plans are to expand service to provide greater services for business and leisure travelers to the east valley. WGA was approved as Foreign Trade Zone No. 221 in 1997. The City of Mesa has applied to the U.S. Immigration and Naturalization Service for Port-of-Entry status that will allow the airport to accept international cargo shipments and spur economic development opportunities.

The Williams Campus is co-located with the airport on the former Williams Air Force Base site and provides educational, research, and training facilities. A projected 20,000 full-time students will be enrolled for classes at the Williams Campus by the Year 2020. Williams Gateway Airport is planned as a reliever airport and an aerospace center to accommodate general aviation, air cargo, commercial passenger service, aerospace manufacturing, maintenance, and modification. By the year 2015, it is estimated that there will be roughly 287,000 annual operations at the airport. One million passengers are expected to utilize the airport by 2005, and 2.45 million by 2015.

To the east of Williams Gateway Airport, General Motors (GM) operates a 5,000-acre proving ground and research facility. This facility was established in 1953 and is GM's only desert proving ground in the world. Although the proving grounds are technically located within Maricopa County, they are included in the City of Mesa's planning area and have had a positive influence over the

years on the City's economy. However, General Motors recently announced that the proving grounds operations would be relocated within the next few years. There have been numerous meetings to discuss possible redevelopment and disposition of this property in various configurations that include both residential and employment opportunities. The remainder of the sub area includes a mix of low-density residential, business, general industrial, and public/semi-public uses interspersed with a large amount of vacant land. Larger industrial uses in the southern portion of the sub area include TRW and Arch Chemical.

The Williams Regional Planning Study was conducted in 1995 and included this entire sub-area within its planning boundary. One of the major goals of both of the WRPS and the Mesa General Plan was to maximize the regional economic benefits of the Williams Gateway Airport, the Williams Campus and the surrounding area. This sub-area has the potential of being a very significant economic development factor of the Mesa economy and the southeast Valley.

Three major factors influenced this sub-area, including the construction of the Santan Freeway, the long-term success of Williams Gateway Airport, and the pending development in Pinal County. The location of this freeway, the increased usage of the Williams Gateway Airport and location of associated new employment areas will most certainly increase opportunities for associated commercial land uses. Therefore, careful attention must be paid to providing buffering and transitions between various intensities of use to separate various employment land use areas from planned residential. In land use areas that allow for a mix of uses, careful design should assure that development of employment centers are compatible with the associated business park or limited multi-residential environment.

Residential and commercial development in this area must be coordinated with the noise, safety, and aircraft ingress and egress considerations of Williams Gateway Airport. Noise contours according to the recent Part 150 study conducted for the airfield must be taken into consideration for future residential development and aviation easements should be established so homebuyers are notified of noise potential. Design standards may be used to achieve an amount of sound attenuation in new developing areas. Changes in land use designations should be coordinated with the flight patterns of various air carriers and airport uses to minimize noise impacts. Design standards in this area should provide aesthetically consistent and high quality development. Typical techniques such as screening, landscape, separation of incompatible uses, lighting, site design, and architectural standards will be required.

Pinal County borders the Mesa Municipal Planning Area to the east and includes the City of Apache Junction. Recently, an increased interest in residential development in this portion of Pinal County has been evident. For example, between 1990 and 2000, the City of Apache Junction increased its population from 18,100 to 31,814, a growth of 75.8%. The proposed Pinal County Plan designates this area for a mixture of urban land uses that may allow a dramatic

increase in single-family developments near the boundary of Mesa. Such development may have a significant impact on the Williams Gateway Sub-Area and may increase the demand for the development of employment uses.

Falcon Field Sub-Area

The Falcon Field Airport Sub-area is located in north Mesa, bounded by McKellips, McDowell, Greenfield, and Higley Roads. Falcon Field is a controlled airport with an FAA designation of Class D airspace, which is defined as 4.4 nautical miles (5 statute miles) from the geographical center of the airport.

Falcon Field was established in September of 1941 as a training base for the Royal Air Force (RAF). Since that time the facility has grown to be ranked in the top ten general aviation airports in the United States, as determined by the number of based aircraft. Along with keeping up with the increased popularity of general aviation, Falcon Field has remained linked to the past with many vintage aircraft located both in the museums and privately owned by airport tenants.

Falcon Field serves the Valley as a reliever airport. In this role, it has the duty to provide general aviation aircraft a base of operation other than Phoenix Sky Harbor. It also provides a location for the Maricopa County Sheriff and City of Mesa Police aviation units, two emergency response helicopter companies, and fixed wing air ambulance service. Falcon Field provides the Valley with one of the best airports for training and recreational flying, along with an FAA control tower, two runways, and an instrument approach. Falcon Field also provides the citizens of Mesa a municipal park with a pool and location for special events.

In 1992 Falcon Field prepared a Master Plan outlining the proposed development of the Airport for the subsequent 20-years. The plan included projected growth of the Airport and of general aviation as a whole. The goal of the Master Plan was to allow the City to plan in advance for growth anticipated at the airport. Revenues generated at Falcon Field fully support operations of the Airport. In addition to the revenues generated by hangar rent, land rent, and fuel fees, the indirect economic benefits generated by Falcon Field include income and sales taxes generated by the more than 50 businesses on Falcon Field, jobs and revenue created through state and federal grant projects, and tourism supported by Falcon Field and the two vintage aircraft museums located on the Field.

Desert Uplands Sub-Area

The Desert Uplands Sub-Area is generally defined as that area lying east of Power Road and the Central Arizona Project (CAP) Canal, and north of University Drive, extending east to Maricopa County's Utery Mountain Regional Park and north to the Tonto National Forest. The area is bisected by several mile grid major arterials and is bordered on the southwest by the planned Red Mountain Freeway adjacent to the CAP Canal. As described below, several large master planned communities dominate land use planning for this area of Mesa.

- Las Sendas (formerly Falcon Ridge), approved in 1986 and updated in 1995; 1,840 acres with approximately 3,420 residential units plus commercial, park, school, recreational, office and resort land uses, and golf facilities. Located in northwest quadrant of Desert Uplands. The completion in 1998 of Las Sendas Mountain, contiguous to Las Sendas, added 591 acres and 342 dwellings, making the entire development contain 2,432 acres and 3,762 residential units.
- Boulder Mountain Highlands, approved in 1987 with approximately 875 residential units on 225 acres. An 80-acre parcel has been sold to Mesa Public Schools for a new high school. Located at the northeast corner of Ellsworth and McKellips Roads.
- Mesa Highlands, originally approved in 1987 and revised in 2001 with approximately 1,050 residential units on 760 acres plus office, commercial, and school land uses. State-owned parcels are located on both sides of McKellips Road west of Ellsworth Road.

Las Sendas is well underway with development, as is Boulder Mountain, while Mesa Highlands is still in the planning stages. These three master-planned areas, as well as extensive vacant land east of Las Sendas, are within the Mesa City limits; however, much of the central portion of the Desert Uplands, as well as most of the residents, are actually under Maricopa County jurisdiction. Although in effect surrounded by the City, there are no major annexation efforts underway at this time.

In 1987-88 the City of Mesa cooperated with area landowners and residents to formulate development standards for the Desert Uplands area. Most of the Desert Uplands area is designated for residential land uses, primarily Low Density. Areas of Medium-Low Density and Medium Density are also delineated where zoning was previously approved. The intent of these designations was to recognize approved zoning as part of the previously mentioned master plans, but more importantly to plan for future residential development in a lower density, environmentally sensitive manner in order to retain the native desert character as much as possible. These standards are currently being updated.

Lehi Sub-Area

The Lehi Sub-Area is generally located in the north central portion of the City of Mesa as shown on Figure 2-5. It is identified by its rural character, historic significance, and close proximity to the Salt River, which represents the City's corporate limits. The Lehi Sub-Area is also adjacent to the Red Mountain freeway right-of-way, on the north and the Consolidated Canal on the south.

Several characteristics distinguish this region from other historically significant and contemporary areas of the City. Originally settled in 1877 by Mormon missionaries, the Lehi area was developed near old adobe ruins on the banks of

the Salt River named Fort Utah. Because of this involvement with the early development of the City of Mesa, the Lehi area is a valued historical component to the region.

Today this area is occupied primarily by residential and accessory agricultural land uses. The Salt River Pima-Maricopa Indian Community is located north of Lehi. It is anticipated that the river vicinity will be the subject of a master plan to utilize the natural resources in this area for economic enhancement and beautification purposes.

This General Plan identifies low-density residential uses occupying the majority of the Lehi Sub-Area. Many of the homes located in this region utilize this zoning district to enjoy semi-agricultural uses including the boarding of horses and other animals on their property. Continuing the rural theme of this region, many of the streets and infrastructure improvements in the Lehi area, while functional, would not conform to modern design standards. These rural characteristics of the modern community in Lehi, combined with an historical component, are reflected in the strong family and social environment of the area today.

Challenging these enduring lifestyles and distinctive physical characteristics are various external influences including the continued development of the Red Mountain Freeway, strong commercial and industrial development along the arterial streets that surround the area, as well as the potential for higher density, urban-scale residential uses to the south and east.

In all new development, consideration should be given to retaining the rural character of the area, while allowing for appropriate transition from the freeway corridor. Rural character can be established through street details (narrow width, rolled or ribbon curbs), retention of citrus for perimeter and streetscape, fencing, and diversity of architectural styles.

Citrus Sub-Area

The Citrus Sub-Area, as outlined on Figure 2-5, is generally bordered by the RWCD Canal on the east, and 32nd Street, the Eastern Canal, and Lindsay Road on the west. It extends north to Thomas Road and south to Adobe Street.

The land use in the Citrus Sub-Area is designated as Low density Residential 1-2, which allows 1-2 dwelling units per acre.

The historic development of this area has been oriented to the cultivation of citrus orchards. These orchards may have historic value in terms of their character as a unique amenity. It is intended that a rural citrus character be maintained insofar as practicable. The designated land use density allows enough flexibility to provide for executive lots of less than one acre, while still being sensitive to the existing character.

It is desired that new developments be compatible with existing homes and citrus style landscaping. This can be achieved through landscape buffers, transitioning of lot sizes, Planned Area Development overlays, cluster developments, and other means.

2.3.2 Land Use Category Definitions

The land use categories have been prepared to support the Land Use Plan to define the City's intent for specific residential, employment, and other types of land uses. The land use category definitions are described below:

Residential Land Use Definitions

Low Density Residential 0-1, LDR 0-1 (0-1.0 du/ac)

Identifies locations where large-lot, single family detached residential is desirable. The target density¹ for these areas is 0.6 du/ac. Appropriate locations offer local road vehicular access, connections to potable water and sanitary sewer, and proximity to public safety services. When the amenity is located on land that would otherwise be suitable for housing, the dwelling units may be transferred elsewhere within the parcel as long as the overall density for the parcel is not exceeded. Portions of a parcel, which are not "buildable" (i.e. located within a floodway), or located on excessive slopes above 15% or power line easement) are not eligible for transfer of dwelling units to another part of the parcel or development. The use of building envelopes is required for the residential development of the Desert Uplands areas of Mesa. Non-residential uses, including golf courses and resorts, may be allowed where deemed appropriate by the City.

Low Density Residential 1-2, LDR 1-2 (1.0-2.0 du/ac)

Identifies locations where large-lot single family detached residential with sufficient open space is desirable. The target density for these areas is 1.2 du/ac. Appropriate locations offer local road vehicular access, connections to potable water and sanitary sewer, and proximity to public safety services. The use of building envelopes is encouraged for the residential development of the Desert Uplands areas of Mesa. Low Density Residential 1-2 designated areas can also

¹Target Density

It is important to note that these target densities are only targets or goals. Similarly, the maximum General Plan density ranges should not be viewed as entitlements or guarantees. When the General Plan designates an area as Medium Density Residential (2-4 du/ac), it does not mean that every zoning case or proposed development should assume that upper end of that range. The appropriate density will be determined by a multitude of factors; existing and planned adjacent developments, infrastructure (including utilities, streets, parks and schools), physical topography, provision for public transit services and facilities, neighborhood interaction, and external factors (e.g. airfield impacts, existing character of area, environment conditions, and land ownership patterns, among others). On the other hand, a target density of 3 du/ac does not mean that individual projects cannot or will not be approved at higher density if the project complies with documented community goals and objectives.

serve as a transitional buffer between Low Density Residential 0-1 and Medium Density Residential 2-4 areas. Portions of a parcel that are not “buildable” (i.e. located within a floodplain or located on excessive slopes - above 15% or power line easement) are not eligible for transfer of dwelling units to another part of the parcel or development. Other uses permitted in this category may include Office and limited Neighborhood Commercial (not to include automobile-oriented or drive-through services) of less than five acres in size, where deemed appropriate by the City.

Medium Density Residential 2-4, MDR 2-4 (2.0-4.0 du/ac)

Identifies locations where detached, moderate-sized lot, detached single-family residential housing is desirable. The target density for these areas is 3.0 du/ac. Appropriate locations offer collector road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and Neighborhood Commercial of less than 10 acres where deemed appropriate by the City.

Medium Density Residential 4-6, MDR 4-6 (4.0-6.0 du/ac)

Identifies locations where suburban density detached or attached single-family residential is desirable. The target density for these areas is 5.0 du/ac. Appropriate locations offer collector road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and limited Neighborhood Commercial of less than 10 acres, where deemed appropriate by the City.

Medium Density Residential 6-10, MDR 6-10 (6.0-10.0 du/ac)

Identifies locations where urban density detached or attached single family residential including townhouse, and patio home developments is desirable. The target density for these areas is 6.5 du/ac for detached products and 8.0 du/ac for attached products. Appropriate locations offer direct collector or arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and limited Neighborhood Commercial of less than 10 acres, where deemed appropriate by the City.

High Density Residential 10-15, HDR 10-15 (10.0-15.0 du/ac)

Identifies locations where one and two story multi-family residential and higher-density attached single-family residential development is desirable. The target

density for these areas is 12.5 du/ac. Appropriate locations offer direct collector and arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections like pathways, trails, etc. Other uses permitted in this category may include Office and limited Neighborhood Commercial of less than 10 acres (such as convenience stores), where deemed appropriate by the City.

High Density Residential 15+, HDR 15+ (15.0 + du/ac)

Identifies locations where high-density multi-family residential, two- and three-story apartments, condominiums, and townhouse residential products are desirable. The maximum density for these areas is 17 du/ac for two- and three-story products and 25 du/ac for products at or above three stories in height. Appropriate locations offer direct arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. The City may entertain proposals for density in excess of 25 dwelling units per acre in selected locations. Such existing or recommended High Density Residential area; within 1/2 mile of an arterial roadway; where High Density Residential areas can serve as buffers between principal/arterial roadways and other high density residential areas; and where transitions between employment/service areas and other high density residential areas are appropriate. The provision of park and open space (15 percent of net area excluding street system) is encouraged to provide opportunities for recreation and non-vehicular pedestrian connections. The inclusion of Office and/or Commercial land uses may be permitted if the requirements set forth in their specific categories are achieved.

Commercial Land Use Definitions

Neighborhood Commercial, NC

Identifies retail and service oriented businesses that serve the surrounding residential trade area within a ½- to 1-mile radius. Typical users include, but are not limited to, grocery store anchored shopping centers, drug stores, fast food chains, convenience/gas stations, and restaurants/cafes. Other compatible uses include small-scale administrative/professional offices including medical services, finance, insurance, and real estate. Hyperstore or Big Box² retail uses are not permitted in Neighborhood Commercial designated areas. Neighborhood Commercial areas are located on, and with direct access to arterial streets. Neighborhood Commercial designated areas are typically a maximum of 10 acres.

² Big Box

A single story building used for the display and sale of goods and merchandise to the general public, having a gross floor area (GFA) equal to or greater than one hundred thousand square feet (100,000 sq. ft.).

Community Commercial, CC

Identifies retail and service-oriented businesses that serve the larger surrounding residential trade area within a one to two mile radius. Typical users include, but are not limited to, grocery store and additional large anchored tenant shopping centers with additional drug stores, fast food chains, smaller hardware/building materials stores, convenience/gas stations, and larger restaurants/cafes. Other compatible uses include larger administrative/professional offices including medical services, finance, insurance and real estate. No more than one Big Box retail user is permitted in a single location of Community Commercial designated areas. Community Commercial areas are located on, and with direct access to an arterial.

Regional Commercial, RC

Identifies retail and service oriented businesses that serve a large surrounding residential trade area within a four to five mile radius. Typical users include, but are not limited to, those anchors and Big Box retail users that typically locate within a regional mall, off-price retail outlet, or power centers. Other supportive uses may include but are not limited to commercial lodging, automotive, restaurant and movie uses, as well as finance, insurance, and real estate uses. Regional Commercial areas are located on, and with direct access to principal arterial or arterial streets within one mile of freeway interchange or off-ramps.

Employment Land Use Definitions

Office, O

Identifies areas where financial, insurance, real estate, tourism, and other office uses are appropriate. Appropriate locations offer direct principal arterial and arterial road access and visibility, connections to potable water and sanitary sewer, and proximity to public safety services and ancillary retail and support uses. Office areas serve as buffers between principal and arterial roadways and other less intense employment or dense residential areas as well as transitions between other employment and residential designated areas. Office areas are located on, and with direct access to principal arterial and arterial streets.

Business Park, BP

Identifies areas where professional and medical office parks, research and development opportunities, light manufacturing, data and information processing centers are integrated in a campus setting with ancillary restaurants, retail and other supportive establishments. Appropriate locations offer direct principal arterial and arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. Business Park areas should extensively buffer light Industrial uses from other less intense employment or high density residential uses. Business Park areas are located on, and with direct access to principal arterial and arterial streets, rail facilities, and airports.

Light Industrial, LI

Identifies areas where limited manufacturing and processing, wholesaling, warehousing, and distribution activities take place. Residential use is not permitted in this category. Appropriate locations offer direct principal arterial and arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. Light Industrial areas should extensively buffer General Industrial uses from other less intense employment uses. Light Industrial areas are located on, and with direct access to principal arterial and arterial streets, rail facilities, and airports.

General Industrial, GI

Identifies areas where intensive or hazardous manufacturing, assembly, and storage operations and indoor/outdoor storage takes place. Residential use is not permitted in this category. Appropriate locations offer direct principal arterial and arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. General Industrial areas are to be isolated and are appropriately buffered from other less intense employment or residential areas. General Industrial areas are located on and with direct access to principal arterial and arterial streets, rail facilities, and airports.

Public/Institutional Land Use DefinitionsPublic/Semi-Public, P/SP

Identifies areas where other educational (including libraries), institutional (hospital, church), cemetery, governmental (federal, state, county, municipal, etc.), utility (electric substations and overhead corridors, water treatment facilities and well sites, wastewater treatment facilities), storm water facilities, recreational (golf courses and driving ranges) and airport uses are appropriate.

Education, E

Identifies the locations of existing elementary, junior high, high and post secondary educational facilities within the Mesa Planning Area. The locations of elementary facilities are generally centrally sited within residential developed areas that are accessed through the local and collector street and pedestrian/bikeway system. Junior high, high school and post secondary sites are also centrally sited and benefit from direct access and visibility from collector and arterial roadways.

Parks, P

Identifies the sites for neighborhood, community, district and regional park sites within the Mesa Municipal Planning Area. Neighborhood parks are typically three to 15 acres in size, located within residential neighborhoods and programmed for recreation uses. Community parks are typically 15 to 40 acres in size, located along collector or arterial roadways and programmed for a mix of active, passive and playfield uses. Metro parks are typically more than 40 acres in size, located along arterial roadways and include significant playfield, active and passive

areas. Regional parks are typically more than 1200 acres in size, exhibit arterial roadway access, and include a majority of natural area open space for nature based recreation activities.

Natural Area Open Space, NAOS

Identifies public and private areas that are to be preserved. These areas may include, but are not limited to, forest service lands, natural area open space, excessive slopes above 15% and natural drainage wash corridors. In accordance with the Growing Smarter Statutes (ARS 9-461.06M) no private or state land may be designated as NAOS without the permission of the owner.

Mixed Use Land Use Definitions

Mixed Use/Residential, MU/R

Identifies areas where a mix of employment uses includes a High Density residential component (30 percent maximum of the entire MU/R parcel) that complements and supports Office, Community Commercial and Business Park uses. The residential component of this designation is not site specific within the parcel. Appropriate locations offer direct arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. Mixed Use/Residential areas serve as buffers between principal and arterial roadways and medium density residential areas as well as transitions between other employment and residential designated areas. Mixed Use/Residential areas are located on, and with direct access to arterial streets.

Mixed Use/Employment, MU/E

Identifies areas where a mix of employment uses including Office, Retail, Commercial, and Business Park can be effectively combined in a coordinated campus environment. Hotels may be allowed in this category. Residential use is not permitted in this category. Appropriate locations offer direct principal arterial and arterial road access, connections to potable water and sanitary sewer, and proximity to public safety services. Mixed Use/Employment areas serve as buffers between principal and arterial roadways and other less intense employment or dense residential areas as well as transitions between other employment and residential designated areas. Mixed Use/Employment areas are located on, and with direct access to principal arterial and arterial streets.

Historic Downtown Land Use Definitions

Town Center, TC

Identifies downtown Mesa with a compatible mix of residential, employment, governmental, and professional office development with a cultural and entertainment center focus connected by a multi-modal circulation network. The Town Center land uses are identified in the Mesa Town Center Concept Plan adopted by the Mesa City Council on December 20, 1999 by Resolution #7453. The Mesa Town Center is generally bounded on the north by University Drive,

Broadway Road to the south, Mesa Drive to the east, and Country Club Drive to the west. The specific boundaries are identified on Figure 2-6.

2.3.3 Plan Buildout Analysis

The Land Use Plan designates land within the Municipal Planning Area according to the land use categories described above. These designations are illustrated on Figure 2-6.

Table 2.3, Land Use Plan Buildout Analysis, presents an assessment of the population and employment for the City of Mesa, assuming the entire community is developed in accordance with the Land Use Plan, as illustrated on Figure 2-6. As indicated in Table 2.1, at buildout, the City of Mesa could accommodate approximately 633,700 residents and would contain approximately 371,100 jobs. This mix of population and employment results in a jobs per capita ratio of 0.58.

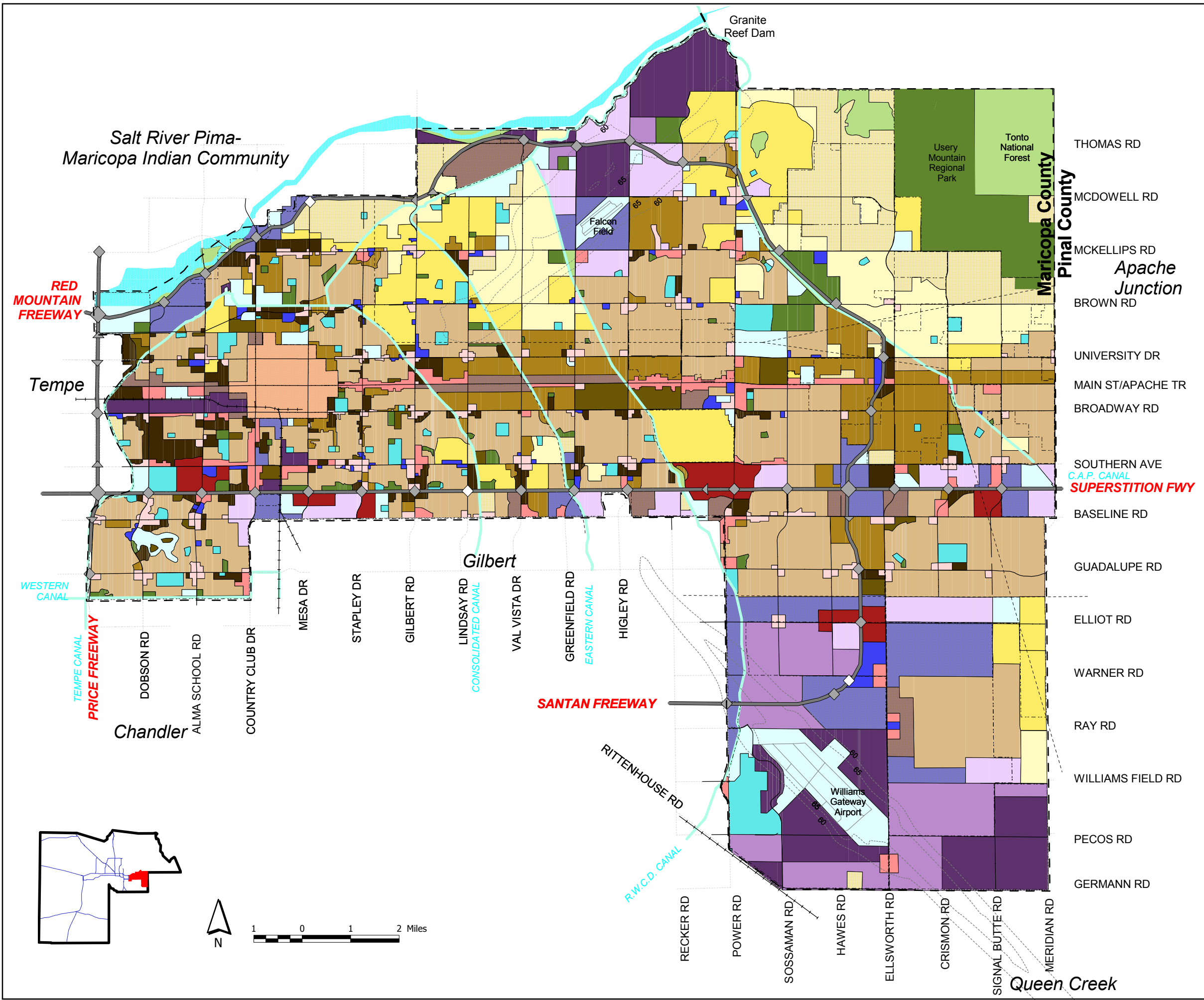
Table 2.3: Mesa Land Use Plan Buildout Analysis

LAND USE	LAND USE %	HOUSING UNITS	POPULATION	EMPLOYMENT
Low Density Residential 0-1	6.1%	2,600	6,600	-
Low Density Residential 1-2	6.0%	5,100	14,900	-
Medium Density Residential 2-4	7.6%	19,400	59,000	-
Medium Density Residential 4-6	25.3%	107,300	346,400	-
Medium Density Residential 6-10	6.9%	34,900	92,900	-
High Density Residential 10-15	1.2%	10,400	20,700	-
High Density Residential 15 +	2.8%	35,200	60,100	-
Mixed Use/Residential	2.0%	12,300	21,100	23,500
Neighborhood Commercial	2.0%	-	-	23,700
Community Commercial	2.2%	-	-	33,300
Regional Commercial	1.4%	-	-	20,500
Town Center	1.4%	7,100	12,100	22,000
Office	0.8%	-	-	19,900
Mixed Use/Employment	5.4%	-	-	90,000
Business Park	3.7%	-	-	34,200
Light Industrial	4.8%	-	-	35,100
General Industrial	6.3%	-	-	42,100
Public/Semi-Public	4.7%	-	-	15,500
Education	2.3%	-	-	11,300
Parks	4.7%	-	-	-
Natural Area Open Space	2.7%	-	-	-
Total	100.0%	234,100	633,700	371,100

GENERAL PLAN

Land Use Plan

Figure 2-6



Residential

- Low Density Residential 0-1 (0 - 1 du/ac)
- Low Density Residential 1-2 (1 - 2 du/ac)
- Medium Density Residential 2-4 (2 - 4 du/ac)
- Medium Density Residential 4-6 (4 - 6 du/ac)
- Medium Density Residential 6-10 (6 - 10 du/ac)
- High Density Residential 10-15 (10 - 15 du/ac)
- High Density Residential 15+ (15+ du/ac)

Commercial

- Neighborhood Commercial
- Community Commercial
- Regional Commercial

Mixed Use

- Mixed Use/Residential (30% at 15+ du/ac)
- Mixed Use/Employment
- Town Center (25% at 15+ du/ac)

Employment

- Office
- Business Park
- Light Industrial
- General Industrial

Public/Institutional

- Public/Semi-Public
- Education
- Parks
- Natural Area Open Space

- Planning Area Boundary
- City Limits
- Freeway
- Arterial Roadway
- Canals and Waterways
- Aviation Noise Contours
- Overhead Transmission Lines
- Interchange
- Future Interchange



3.0 Transportation

The Transportation Element promotes the continual development of a balanced, comprehensive transportation system within the City of Mesa. This element is the framework for providing a dependable, efficient, safe, aesthetic, and economical transportation system that offers residents choices of destinations, routes, and modes of travel.



3.1 Background

The City of Mesa's transportation system, which includes roadways, public transportation, a freight rail line, and bicycle and pedestrian facilities, is described in detail in the City of Mesa Transportation Master Plan. An overview of the existing system is presented in the following section.

3.1.1 Roadways

The City of Mesa street system is based on a mile-grid of arterial streets as well as mid-section collector streets. In addition, several state highways serve the City including Loop 101, Loop 202, US 60, and SR 87.

The City's Transportation Division maintains a very comprehensive traffic counting program on its major streets. Daily traffic counts are conducted on half of the streets every year, which means that every street segment is counted every two years. The Transportation Division publishes the 24-hour volumes in map form annually. Daily volumes are an indication of demand on road segments and can be used to gauge the number of through lanes needed on a given street segment.

The typical daily distribution pattern of traffic in Mesa is to have a morning peak, a midday peak, and an evening peak that is usually the highest. In general, the peak-period peak-directions are northbound and westbound in the morning and southbound and eastbound in the evening.

In addition to traffic volumes, other measures of performance of the existing system include travel time and intersection level of service. Travel time is defined as the total time required to travel a segment from point A to point B. This includes any delay at traffic signals or caused by incidents. A recent study of arterial streets indicates that travel speed on city streets is decreasing in the peak hours. Level of service is a quality measure describing operational conditions within a traffic stream. There are six levels of service ranging from A to F, with A representing the best operating conditions and F representing the worst. The

level of service analysis for intersections indicates that over half of the major intersections are at level of service E or F.

3.1.2 Public Transportation

Fixed route transit service within the City of Mesa is funded by multiple agencies. Service is operated under the name "Valley Metro." The City of Mesa is the primary service provider, although the Regional Public Transportation Authority (RPTA) provides partial or full funding for routes that operate within Mesa. The City of Tempe and the Town of Gilbert also fund routes that extend into parts of Mesa. Each weekday twelve local routes and four express routes operate along main arterials. In most cases, weekday transit service is operated from 5 a.m. to 10 p.m. with 30-minute frequencies. Express route service operates in the peak hour only and provides connections between Mesa and downtown Phoenix. Saturday service is in Mesa only and operates from 5 a.m. to 10 p.m. on 30 to 60 minute frequencies. Service on Sunday is limited to five routes that operate on mainly east-west arterials from 5 a.m. to 10 p.m. with 60-minute frequencies. Annually, over two million passengers board transit routes operating in Mesa.

Paratransit services are available in Mesa through the East Valley Dial-a-Ride, which is a partnership among the City of Mesa, City of Chandler, City of Tempe, City of Scottsdale, Town of Gilbert, and the RPTA. It operates weekdays from 7 a.m. until 7 p.m., and weekends and holidays from 7 a.m. until 7 p.m. Extended service hours are provided for individuals who qualify under the Americans with Disabilities Act (ADA). Approximately 88,800 passengers ride within the City of Mesa. In addition to East Valley Dial-a-Ride, the City funds the enabling transportation program. Enabling transportation is a volunteer based transportation program for the elderly and disabled, it is administered by Mesa Senior Services.

The City of Mesa owns and maintains a wide range of transit capital and infrastructure ranging from bus stops to transit vehicles. There are an estimated 632 bus stops located throughout the city, including one passenger transfer facility. The passenger transfer facility, which consists of a multi-bay bus pull-out and three passenger shelters, is located at the Mesa Senior Center at 247 N. Macdonald.

3.1.3 Bicycle

Bicycles are allowed on all roadways within Mesa with the exception of the freeways. Bicycles destinations include schools, parks, shopping centers, and some employment sites.

The City of Mesa prepared and published its first bicycle map in August 1997. The map shows the location of existing bike routes, bike lanes, and bike paths. These include 70 miles of bike routes, 28 miles of bike lanes, and 4 miles of bike paths.

Bike lanes in the City of Mesa are of two types: either as a painted shoulder, or a shared lane with parking. Bike lanes are typically 6 feet in width or 12 feet in width if shared with parked cars. The existing bike paths are along the Crosscut Canal (2 miles) and the RWCD Canal (2 miles).

3.1.4 Pedestrian

Pedestrian travel in the City of Mesa typically occurs on sidewalks adjacent to a city street. The current City of Mesa Design Guidelines require four foot sidewalks on residential streets and five foot sidewalks on collector and arterial streets, except that the sidewalk on Main Street and Country Club Drive is required to be six feet.

Many trip destinations are located along arterial streets where sidewalks are typically immediately behind the curb. Some areas have sidewalks that are separated from the curb, which provides a more attractive walking experience than areas where the sidewalk is immediately adjacent to the curb. Current development patterns, which typically do not provide paths through the development, discourage walking trips.

3.2 Goals, Objectives, and Policies

Based on the previous transportation goals in the Mesa General Plan 1996 and discussions with the Transportation Subcommittee, goals have been developed to guide the preparation of the Plan and the implementation of the plan elements. Goals are statements concerning desirable long-range achievements, which are general in nature and describe the ideal future situation.

These goals are not separate from the overall goals of the City, but rather an integral subset that takes into account environmental, economic, and social factors in making transportation decisions.

3.2.1 Key Issues

Key issues were identified as part of the public participation process, which included interviews with community leaders, public workshops, Joint Master Plan Committee meetings, and a community survey. The key issues are summarized below.

- Creation of a balanced transportation system
- Street widening and intersection improvements
- Completion of the freeway system
- Improvement of mass transit
- Relationships with development patterns

- Needs of bicyclists and pedestrians
- Coordination with surrounding communities
- Transportation funding for adequate maintenance and operations
- Transportation funding for capital projects
- Air quality

3.2.2 Goals, Objectives, and Policy Statements

Goal T-1:

Provide a balanced, multi modal transportation system for the City of Mesa that supports the safe and efficient movement of people and goods.

Objective T-1.1 Provide viable options for the movement of people and goods.

Policy T-1.1a Implement strategies to manage congestion.

Policy T-1.1b Enhance the safety of all current and future travel modes.

Policy T-1.1c Balance mobility and accessibility needs among travel modes.

Policy T-1.1d Establish performance standards for all modes.

Policy T-1.1e Encourage the development and implementation of new technologies for traffic control, traffic information systems, public transit, and goods movement.

Policy T-1.1f Support the planning and development of a balanced, multi-modal transportation system that provides equal convenience and accessibility for all modes of travel.

Objective T-1.2 Design and build a roadway system for the future (2025 and beyond) that learns from and builds on the past.

Policy T-1.2a Coordinate with ADOT to complete the freeway system.

Policy T-1.2b Ensure that the freeways do not create barriers to other modes of transportation and that the designs provide crossings for pedestrian and bicycle travel. In addition, the potential for facilities that parallel the freeways for bikes and trails should be evaluated.

Policy T-1.2c Develop and maintain a roadway network consistent with the Roadway Functional Classification Map presented in this General Plan.

Policy T-1.2d Develop the roadway network consistent with the right-of-way requirements and typical street sections contained in the current version of the Mesa Standard Details.

Policy T-1.2e Continue the ongoing street widening and improvement programs in anticipation of future demands with focus on those that provide direct freeway access.

- Policy T-1.2f Continue to develop and maintain state of the art traffic signal equipment to provide the best possible traffic flow.
- Policy T-1.2g Support the efforts of the regional trip reduction program to reduce single-occupant commuter trips to major and intermediate employment sites.

Objective T-1.3 Improve accessibility, availability, efficiency, and viability of public transportation systems for all users.

- Policy T-1.3a Provide a dedicated funding source for public transportation services to ensure dependable ongoing mobility options for Mesa citizens.
- Policy T-1.3b Continue to provide a variety of paratransit services, which primarily serves the elderly and the disabled.
- Policy T-1.3c Support the efforts of the Regional Public Transportation Authority (RPTA) to expand bus service and to establish light rail transit (LRT) service in the East Valley that includes a major hub in Town Center.
- Policy T-1.3d Continue the concept of a grid network local bus system with connections to express bus service and regional transit service.
- Policy T-1.3e Develop transit/High Occupancy Vehicle (HOV) passenger transfer facilities and park-and-ride lots as needed to make transit ridership safe, comfortable, and convenient.
- Policy T-1.3f Develop local bus circulators to provide better connectivity between neighborhoods and activity centers within the City of Mesa.
- Policy T-1.3g Coordinate with Valley cities and regional agencies to explore applicability of congestion pricing, including High Occupancy Toll (HOT) lanes.

Objective T-1.4 Create a comprehensive system of bicycle facilities, programs, and services.

- Policy T-1.4a Accommodate bicyclists on street rights-of-way consistent with the type of street, potential demand for cycling, safety, and the bicycle facility map contained in the City's Transportation Master Plan.
- Policy T-1.4b Develop an interconnected network of shared-use paths along canal banks, utility easements, and roadway rights-of-way to link open spaces, parks, recreational facilities, and schools throughout the City and into adjacent jurisdictions.
- Policy T-1.4c Encourage employers to provide bicycle lockers and shower facilities for employees who cycle to work.
- Policy T-1.4d Develop bicycle parking standards for new development and redevelopment projects.
- Policy T-1.4e Provide an interconnected system of half-mile collector streets to ensure continuity of biking and walking routes.

Policy T-1.4f Use nationally and regionally recognized standards and guidelines for the planning, design, and construction of bicycle facilities.

Objective T-1.5 Create an efficient, inviting environment for pedestrians.

Policy T-1.5a Adopt design standards and codes that improve the pedestrian environment. In developing pedestrian standards, consider nationally recognized studies, Pedestrian Area Policies and Design Guidelines prepared by the Maricopa Association of Governments (MAG), and the RPTA Pedestrian-Oriented Development Guidelines.

Policy T-1.5b Encourage pedestrian use and safety by providing sidewalks that are detached from roadways, along with appropriate landscaping and shade. Encourage shelters, awnings, trees, and benches on sidewalks in designated pedestrian areas.

Policy T-1.5c Develop multi-use pathways along the canals and in parks to improve pedestrian circulation.

Policy T-1.5d Maintain easy and inviting pedestrian access from commercial and residential developments to transit connections.

Policy T-1.5e Provide direct and convenient pedestrian connections. Meandering sidewalks shall be discouraged.

Objective T-1.6 Create a transportation system that is accessible to all users.

Policy T-1.6a Consider the needs of the entire community and the special needs of the elderly and people with impaired mobility in the planning and design of the transportation system.

Policy T-1.6b Design transportation facilities to be in conformance with standards established in the Americans with Disabilities Act.

Policy T-1.6c Enhance inter-modal access for individuals with impaired mobility. Ensure that people with disabilities are provided equal access to work, home, and community destinations.

Objective T-1.7 Ensure existing elements of the multi-modal transportation system are conserved through adequate maintenance and preservation.

Policy T-1.7a Monitor the condition of all transportation facilities including roads, buses, and bike facilities, to nationally accepted maintenance levels.

Goal T-2:

Develop a plan that builds on the character of the city, is sensitive to the environment, and enhances the quality of life today and in the future.

- Objective T-2.1** Provide a transportation system that minimizes air, water, and noise pollution while maintaining and enhancing the environment.
- Policy T-2.1a Support the development of innovative travel modes and fuel sources to reduce single-occupant vehicles, vehicle miles traveled, and reliance on fossil fuels.
 - Policy T-2.1b Monitor and evaluate the development of zero-emission technology for conversion of City vehicles.
- Objective T-2.2** Assist in achieving and maintaining health-related air quality standards throughout the region.
- Policy T-2.2a Continue to work with the regional air quality planning agency to reduce the levels of air pollution that are attributable to the transportation system.
 - Policy T-2.2b In accordance with the Federal Clean Air Act, require that all regionally significant transportation projects undertaken by the City of Mesa meet specified air quality conformity criteria.
 - Policy T-2.2c Support and participate in the Maricopa Association of Governments Clean Cities program.
 - Policy T-2.2d Secure funding to pave dirt streets and treat alleyways to improve air quality.
- Objective T-2.3** Establish guidelines and standards to enhance the land use/transportation connection.
- Policy T-2.3a Develop guidelines to encourage pedestrian and transit-oriented development and revitalization.
 - Policy T-2.3b Discourage or restrict cut-through vehicular traffic through residential neighborhoods while maintaining pedestrian and bicycle access.
 - Policy T-2.3c Encourage the location of higher density land uses in activity centers where a variety of transportation options can be provided.
 - Policy T-2.3d Support the integration of transportation and land use planning processes and programs.
 - Policy T-2.3e Locate greater residential densities near major employment centers to reduce travel demand and to maintain air quality.
 - Policy T-2.3f Locate a broad mix of housing options close to employment centers to reduce home to work trip lengths.

Policy T-2.3g Discourage the development of new strip commercial areas and focus future activity in such areas to create a more clustered pattern of commercial development that minimizes trips.

Policy T-2.3h Encourage infill and redevelopment to accommodate a portion of expected growth and to utilize existing transportation infrastructure.

Policy T-2.3i Encourage mixed-use development where such areas act as buffers and where opportunities exist for the creation of activity centers.

Objective T-2.4 Maintain and enhance neighborhood integrity and identity when planning, designing, and constructing transportation improvements.

Policy T-2.4a Provide connection between neighborhoods, schools, parks, and areas of the City without using arterial streets.

Policy T-2.4b Minimize physical barriers between neighborhoods and subdivisions, such as fences and walls.

Policy T-2.4c Design new local and collector streets to reduce travel speeds and cut through traffic in neighborhoods.

Policy T-2.4d Provide for appropriate traffic calming measures to address speeding and cut through traffic in neighborhoods.

Objective T-2.5 Develop transportation facilities that are compatible with the natural desert landscape and open space.

Policy T-2.5a Establish guidelines related to the visual appearance (aesthetics) of transportation facilities and to the incorporation of public art in transportation projects that give identity to neighborhoods.

Goal T-3:

Provide an open, objective, and credible process for planning and developing a transportation system that complies with state and federal regulations and is responsive to the community.

Objective T-3.1 Involve citizens in planning the transportation system – ensuring plans address public values and have the flexibility to respond to changing needs.

Policy T-3.1a Maintain a website with information on transportation projects and meetings.

Policy T-3.1b Seek citizen input on transportation issues, projects, and programs.

Policy T-3.1c Identify ways to obtain public input on transportation priorities in preparing the Five-Year Capital Improvement Program.

Objective T-3.2 Educate and involve the public and policy makers in developing our transportation system, including changing how we as a community travel.

Policy T-3.2a Develop transportation related information and educational programs for distribution to the public.

Policy T-3.2b Establish a presence at City sponsored events.

Policy T-3.2c Provide adequate resources to support a transportation safety education program.

Policy T-3.2d Begin an active marketing program for the use of alternate modes.

Objective T-3.3 Coordinate the planning for the existing and future transportation system with adjacent communities and regional agencies.

Policy T-3.3a Coordinate long-range transportation planning activities by participating in the Municipal Planning Organization (MPO) planning. Coordinate transportation facilities and improvements with development activities, both public and private, and with regional transportation and land use plans.

Policy T-3.3b Coordinate with affected state and federal agencies, local governments, special districts, and providers of transportation services to ensure the timely provision of required projects, programs, and services.

Policy T-3.3c Coordinate with adjacent jurisdictions to ensure consistent planning and network continuity at the City's boundaries for all modes of travel.

Objective T-3.4 Utilize the Transportation Element as the foundation for decision making in transportation related issues.

Policy T-3.4a Provide policy direction for elected officials, advisory bodies, and staff in transportation issues.

Policy T-3.4b Develop and periodically update a Transportation Master Plan, which will provide the technical details and strategies necessary to implement this Transportation Element of the General Plan.

Policy T-3.4c Use the Transportation Element, in conjunction with the Transportation Master Plan, for the following:

- Review and revise existing transportation design standards;
- Require new development to provide its fair share of transportation right-of-way and infrastructure;
- Identify measures and programs to enhance mobility for all travel modes;
- Prioritizing projects in the Five-Year Capital Improvement Program; and
- Establish funding and project construction priorities

Goal T-4:

Develop a transportation plan that can be funded and that reflects responsible use of public funds.

Objective T-4.1 Develop innovative and sound funding policies to implement the Plan.

Policy T-4.1a Continue to pursue additional outside funding sources.

Policy T-4.1b Develop policies that support private investment in the development of high tech infrastructure.

Policy T-4.1c Ensure that the costs of planned improvements are commensurate with the benefits.

Policy T-4.1d Establish the operations and maintenance of the existing transportation system as a priority for funding before investing in new infrastructure.

Policy T-4.1e Establish a dedicated funding source to plan, design, operate, and maintain the transportation system.

Objective T-4.2 Establish funding priorities to guide the timing and sequencing of transportation improvements.

Policy T-4.2a Continue to evaluate the transportation system in keeping with current needs and desires of the public.

Policy T-4.2b Conduct an annual review of transportation projects to validate priorities.

Policy T-4.2c Provide for ongoing funding for streets dedicated to long-term maintenance and reconstruction of the City's transportation facilities.

Objective T-4.3 Ensure new growth and development projects pay for their fair share of transportation infrastructure costs.

Policy T-4.3a Address access and roadway needs for all proposed new developments, the City may require a Traffic Impact Analysis. Cost and responsibility of needed transportation improvements should be identified.

Policy T-4.3b Establish a Traffic Impact Fee program.

Policy T-4.3c Support legislation to allow for the creation of a street utility fee.

Goal T-5:

Provide the transportation system to support planned economic development and vitality.

Objective T-5.1 Support desired economic development and tourism.

Policy T-5.1a Provide a balanced transportation system to support the economic viability of the City.

Policy T-5.1b Provide gateway treatments along transportation corridors at the City's boundaries to highlight the entrance to Mesa.

Policy T-5.1c Provide specialized signage as needed in activity centers such as downtown to direct tourists to sites and parking areas.

Objective T-5.2 Provide for goods movement.

Policy T-5.2a Design arterial streets to accommodate freight traffic.

Policy T-5.2b Provide transportation infrastructure for the movement of goods and freight via automobile, truck, rail, air, fiber optics, or pipeline.

Objective T-5.3 Preserve and enhance the value to the community of Falcon Field and Williams Gateway Airport.

Policy T-5.3a Promote and encourage improved access to Williams Gateway Airport.

3.3 PLAN COMPONENTS

The Transportation Element of the General Plan is composed of a series of modal elements to guide future decisions and investments. Specific provisions address future needs for roadways, public transportation, bicycling, and pedestrians and trails. The Transportation Element provides overall policy guidance, which is more fully developed and implemented through the Transportation Master Plan.

3.3.1 Roadway

The City of Mesa street system is comprised of section line (mile) streets, mid-section line (half mile) streets, and local (neighborhood) streets. In addition, portions of the regional freeway system extend into and through the city. A street system is defined by the function of its components. A functional classification system establishes a hierarchy of individual streets both from an access and mobility standpoint. Generally, the "higher" the functional class, the higher the level of mobility and less direct access. Conversely, the "lower" the functional class, the lower the level of mobility and more direct access.

Freeways are generally regarded as the "highest" functional class. In an urban area, freeways typically have between six and ten through lanes (both directions), and can include high occupancy vehicle (HOV) and auxiliary lanes. They provide excellent mobility and generally, access is limited to mile interchanges at arterial streets. There is no property access provided. Parkways are divided highways that provide good mobility with some direct access. Generally, traffic signals are placed at no less than one-mile spacing for local street access and direct property access is limited to right turn in/right turn out.

Arterial streets form the backbone of a City's roadway system. Arterial streets are typically four or six lanes wide with ideal traffic signal spacing no less than one-quarter mile. Arterial streets can include a raised median for access control.

Direct property access is provided, however, driveway guidelines typically define the number and frequency of access points. Collector streets define the transition from higher mobility to higher access. Collector streets typically do not extend beyond city boundaries, and they provide direct property access as well as connect neighborhoods.

Table 3.1 presents a summary of the user characteristics of each roadway type. Table 3.2 presents a summary of the roadway characteristics of each classification.

Table 3.1: Types of Roadways

FACILITY TYPE	TRIP LENGTHS	ACCESS	USERS/TRIP TYPE
Freeways	Long trips; regional trips	Access is limited to interchanges	Commuters who work in another city, trucks, through trips
Parkways	Mid-range trips between adjacent communities and across a city	Limited access with raised medians and signalized intersections limited to mile spacing	Commuters who work in an adjacent city, some trucks
Arterials	Mid-range trips – throughout a city and continuing	Signalized and non-signalized intersections and business driveways	Commuters who work within the city, general trips to an adjacent city, delivery trucks, and some local trips
Collectors	Short trips – within and between neighborhoods	Direct property access	Local trips to shopping, elem. School, bicyclists, pedestrians

Table 3.2: Roadway Characteristics

FACILITY TYPE	TRAVEL SPEED (off-peak)	DAILY CAPACITY (vehicles per day)	RIGHT OF WAY (feet)
Freeways	50-60 mph	120,000	300-500
Parkways	45-55 mph	70,000	200-300
Arterials	40-50 mph	54,000	110-130
Collectors	30-40 mph	30,000	60-110

In addition to the street classification defined above, Maricopa County has developed a designation called Roads of Regional Significance (RRS). RRS are an overlay on existing city streets and are identified to enhance regional mobility. RRS guidelines suggest that the roads should be six-lane streets with a raised median as well as restrictions on access points. However, the design guidelines for the RRS may not be feasible in all areas. In developed areas, the right of way

and access control requirements could be very disruptive or extremely expensive. Within the City of Mesa, the designated RRS include Country Club Drive, Gilbert Road, Higley Road, Power Road south of US 60, and University Drive. In the future, additional road segments may be recommended to the County for the RRS designation.

The functional classification for the City of Mesa planned street system is shown in Figure 3-1. The map shows freeway, parkway, arterial streets, and collector streets.

As can be seen, the map depicts a street system that completes the arterial street grid as well as the freeway system throughout the municipal planning area. The map shows development of the mile streets in the southeast area based upon the redevelopment of the GM Desert Proving Ground. Also included is a new parkway, which will extend from Loop 202 near Hawes Road easterly into Pinal County between Williams Field Road and Ray Road. In addition, the existing Higley Road is designated to be converted into a parkway. This conversion would not occur until Higley Road is extended north across the Salt River and connects with State Route 87. The parkway concept would provide for grade-separated intersections at selected major cross streets and would continue to have signalized intersections at the remaining major arterial streets.

This functional classification map forms the framework for the City's street system. The details of the arterial street system, such as the number of through lanes and cross section width will be specified in the Transportation Plan.

3.3.2 Public Transportation

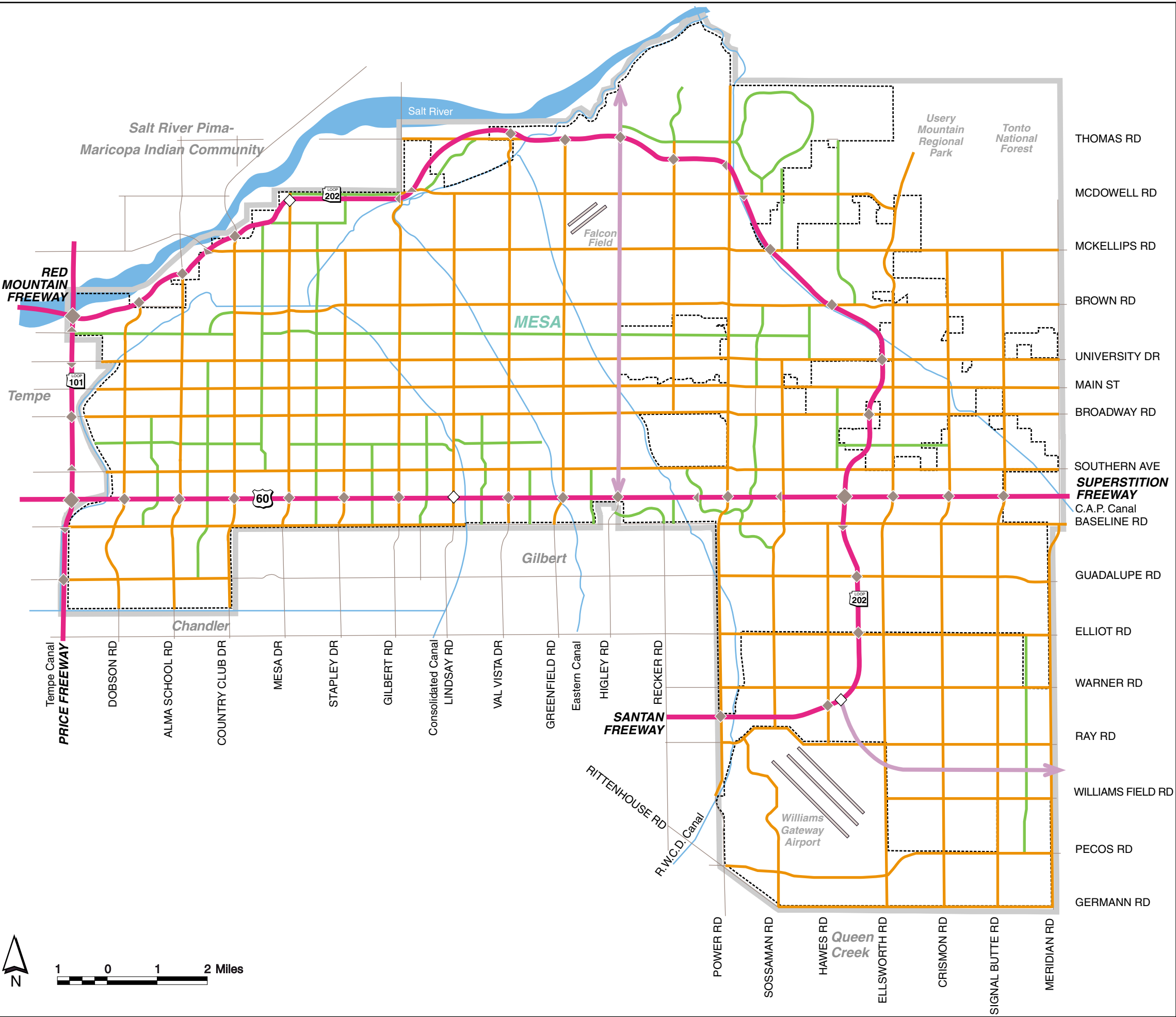
Future transit will focus on the addition of service along the arterials of the mile grid, with express service to areas of higher population and employment densities. Transit will also focus on serving mixed-use activity centers, providing frequent connections to employment sites. The type of transit technologies that could provide these services range from small vehicles to large buses and rail. The neighborhood and regional focused services will work together in order to deliver passengers safely and efficiently from their point of origin to their destination.

Neighborhood circulators will focus on serving a common geographic area. The vehicles are smaller and enable passengers to connect to a wider transit network from their residential neighborhoods or downtown areas. The circulators will offer all-day service with 15 to 30 minute frequencies. Examples include the downtown Phoenix and downtown Tempe circulators, DASH and FLASH, which operate with 10-minute frequencies.

GENERAL PLAN

Functional Classification

Figure 3-1



Fixed route service is the most common form of transit service in the City of Mesa and is characterized by buses operating along the major arterial grid network of streets. The vehicles make frequent stops and may require passengers to transfer in order to reach their destinations. The plan in Mesa is to provide all-day service with 15 to 30 minute frequencies on all major arterials.

Express buses operate as commuter service during the peak travel period for people traveling from Mesa to downtown Phoenix. The routes typically serve park-and-ride lots and may parallel local service but with fewer stops. Express bus service in Mesa will be expanded to operate with 15-minute frequencies over a longer peak travel period (5AM – 9AM and 3PM - 7PM). New express bus routes will be introduced as permanent, regional park-and-ride facilities are constructed.

Paratransit services are available in Mesa through the East Valley Dial-a-Ride, which is a partnership among the City of Mesa, City of Chandler, City of Tempe, City of Scottsdale, Town of Gilbert, and the RPTA. Extended service hours are provided for individuals who qualify under the Americans with Disabilities Act (ADA). Paratransit service will need to expand as new fixed route service is added. ADA requires that complimentary paratransit service be provided to origins and destinations within corridors that have fixed route service.

Bus rapid transit (BRT) uses dedicated or shared guideway to provide fast, frequent, convenient rapid transit service for longer distance, medium to heavy travel demand corridors. The key to BRT's success is the priority given to BRT vehicles as they run in designated bus lanes that are assigned traffic signal priority. The US 60 in Mesa is an example of a travel corridor that has the potential for BRT.

Light rail transit (LRT) is electrically powered, high capacity transit service operating on fixed guideway at street level. It is a two-track, all day operation running at frequencies of 5 to 20 minutes, with priority over autos at intersections and stations located about every mile. A 20.3-mile starter segment of the new Central Phoenix/East Valley Light Rail Transit Project will begin operating in late 2006. The starter segment will run from the Chris-Town area to downtown Phoenix, through downtown Tempe, and into Mesa where it will terminate at the East Valley Institute of Technology. Future extensions are planned to Mesa Drive and possibly to points east in Mesa or south in Chandler.

Commuter rail is a regional passenger rail service operating during peak hours between a central city, its suburbs and/or another central city in heavy demand travel corridors. It is traditionally powered by a diesel-powered locomotive, and typically shares railroad mainline tracks with freight operations. It can also be competitive or faster than automobile travel with frequent bus connections and appropriate speed limits in urbanized areas. Examples of a shared right of way include the Virginia Railway Express; other examples include San Diego's Coaster and Dallas's Trinity Railway Express. Commuter rail service makes stops less

frequently, but is designed to interface with other transit options at station areas. A possible commuter rail line along the Union Pacific Railroad right-of-way from Williams Gateway Airport to downtown Phoenix is under study.

The City of Mesa will incrementally introduce new and expanded transit service based on population and employment densities, roadway congestion, and demand for service. A major effort will be made to provide transit service to connect the urban centers of the community with each other and with the remainder of the metropolitan area. Mesa residents have demonstrated support for increasing public transportation.

Transit options requiring higher levels of investment also require further evaluation. Determining future transit corridors includes re-examining existing transit routes to offer a heightened level of service along the same corridors, as well as monitoring new growth areas. Planning for future transit service includes anticipating transit demand as new activity centers and residential neighborhoods are planned and developed. The process to obtain public input on new routes, stations, and multi-modal access is defined in the Transportation Plan.

As the public transportation system expands, the residents of Mesa need to be informed about alternate modes of travel. The City will need to establish a program for education, sales, and marketing of travel choices available to the residents.

3.3.3 Bicycle

Bicycle travel generally falls into two categories: recreational travel and commuter travel. The needs of each type of bicycle rider and the destinations are different. Commuter bicyclists generally prefer to travel on arterial streets and their trip is from home to work. The recreational bike rider usually prefers to travel on bike paths, or bike lanes on collector streets and their trip is to commercial areas, parks, libraries, etc. A system of bicycle facilities is needed to serve all types of users.

Bicycle facilities are described in three general categories: bike lanes, bike routes, and bike paths. A bike lane is a designated portion of the roadway width that is marked for bicycle use. Bike routes are signed facilities that establish continuous routing for bicycle traffic. The third category, bike path, is an exclusive bike facility in its own corridor separated from vehicular traffic.

The existing bicycle facilities will be extended to provide linkages throughout the City to bicycle destinations. In addition, to provide for longer trips, intermodal linkages will be made to allow for transfers between modes. Nodes can be created at destinations and at the intersections of routes to provide meeting places, directions, rest areas, and parking sites or lockers. Signage has an important role in the bike plan for directing bicyclists as well as alerting the motoring public to the presence of bicyclists. Arterial street crossings will occur at

signalized intersections, at marked mid-block unsignalized locations, and in some locations, at grade-separated crossings.

In some locations, it may be appropriate for a bike path to be developed as part of a shared use path. Shared use paths are typically located along open space corridors such as canal banks and utility corridors. In addition, abandoned or converted railroad corridors are being converted to multi-use paths nationwide. Shared use paths are usually shared by all types of non-motorized forms of transportation including cyclists, equestrians, joggers, baby carriages, etc. Shared use paths are a minimum of 10 feet in width, but where use is heavy, more width is needed to accommodate the mix of users safely. Not all shared use paths need to be paved.

A detailed plan for the provision of bicycle facilities in Mesa is provided in the Bike Plan in the Transportation Master Plan.

3.3.4 Pedestrian and Trails

Every trip has a pedestrian component. For this reason, pedestrian facilities are needed to supplement the roadway, transit, and bicycle components of the plan. Sidewalks are provided along many of the streets in the City. Additional sidewalks, trails, and paths are planned to provide continual linkages to and through developments.

Pedestrian facilities should be designed to address non-motorized mobility needs and be located so that pedestrian travel takes precedence over vehicles. The facilities are needed to support the dynamics of the local neighborhood and as such need to consider neighborhoods as unique areas with individual needs. Attention will be given to existing land uses such as schools, parks, and local shopping sites. In addition, consideration will be given to connections to other modes including transit stops and park and ride lots. Pedestrian-oriented development guidelines can provide guidelines for pedestrian circulation within new developments and as well as for redevelopment within the City.

A detailed plan to address pedestrian facilities is provided in Transportation Master Plan.

3.3.5 Other Transportation Guidelines

Airports

Mesa has two airports: Falcon Field on the northern edge of the City and Williams Gateway in the southeastern quadrant. Master Plans have been prepared by each airport and are regularly updated. The Transportation Plan addresses landside access for airport users and on-site employers. Landside access includes

the arterial street system that provides access for automobiles, trucks, and public transportation. In addition, both airports will have access to Loop 202.

Parking

On-site parking requirements are set forth in the City's zoning ordinance. The requirements should be reviewed on a regular basis to provide for an equitable and adequate, but not excessive, parking supply.

TDM

Transportation demand management (TDM) strategies are actions that provide travel options and reduce reliance on single occupant vehicles. Strategies could include carpooling, trip reduction ordinances, parking pricing, telecommuting and congestion pricing such as HOT lanes. For an effective program, the City will have to encourage a combination of strategies to reduce the number of single occupant vehicles.

Developments and Building Setbacks

Review zoning ordinances to address building setbacks and orientation. In addition, establish the need to incorporate transit-oriented and pedestrian-oriented design guidelines.

Street Naming and Numbering

Street names are assigned and should continue to be assigned in accordance with MAG Policy. Street address numbering should continue with the current pattern of assigning odd-numbered addresses on the south and east sides and even-numbered addresses on the north and west sides.

4.0 Economic Development

4.1 Background

Economic Development in Mesa is focused on linking economic development activities to maintaining and improving the quality of life of Mesa residents (i.e., parks, recreational facilities, cultural facilities, and environmental aspects). This element functions as an umbrella for citywide economic development policies, objectives, and initiatives. By providing a framework for economic development in Mesa, this element will address the City's economic development needs and strengths, and some of the shortcomings that have been identified in the economic base analysis, completed as part of the general plan process. Further details are provided by the Economic Development Strategy.



4.1.1 Population and Households

As shown in Table 4.1, residential growth since 1990 has increased population from approximately 288,000¹ to more than 396,000² in 2000. This translates into an average annual growth rate of approximately 3.2 percent during the 1990-2000 period. Phoenix grew at a rate of only 2.9 percent during the same period. The larger Mesa Municipal Planning Area is estimated to have a population of approximately 436,000 in 2000, which is expected to increase to over 638,000 by build-out. Mesa is also expected to experience significant growth in the number of households and housing units. However, it is likely that household sizes will increase gradually over the next 25 years, as it has been over the past decade. This growth in household sizes will likely result from turnovers of vacant and seasonally occupied housing units to year round occupancy by families as employment opportunities grow in and around Mesa.

¹ 1990 census estimates the City of Mesa population at 288,104

² City Population as per the 2000 Census

Table 4.1: Preliminary Projections (2000 to Buildout)

	1990 ¹	2000	Buildout ²
Population (City)	288,104	396,375	
Population (MPA)		425,238	633,700
Housing Units	140,468	175,701	234,100
Households ³	107,863	146,643	195,572
Employment (Jobs in MPA) ⁴	83,550	155,167	371,100
Jobs/Capita	0.29 ⁵	0.36	0.58
Jobs/Household	0.77	1.06	1.90

Table 4.2: Net Changes in Mesa MPA (2000 to Buildout)

	Number Change	% Change
Population	208,462+	49%
Households	48,929+	33% ⁴
Employment	215,933+	139%

Note: Projections for 2020 and 2025 are for the larger Mesa Municipal Planning Area of 170 square miles.

1 Includes City Boundaries Only

2 Includes MPA Boundaries Only

3 Households at buildout are based on estimates

4 2000 employment estimates are based on secondary data provided by CLARITAS

5 As per the 1996 General Plan estimates

Source: U.S. Census 1990 and 2000, City of Mesa, Maricopa Association of Governments, Claritas, and Economics Research Associates.

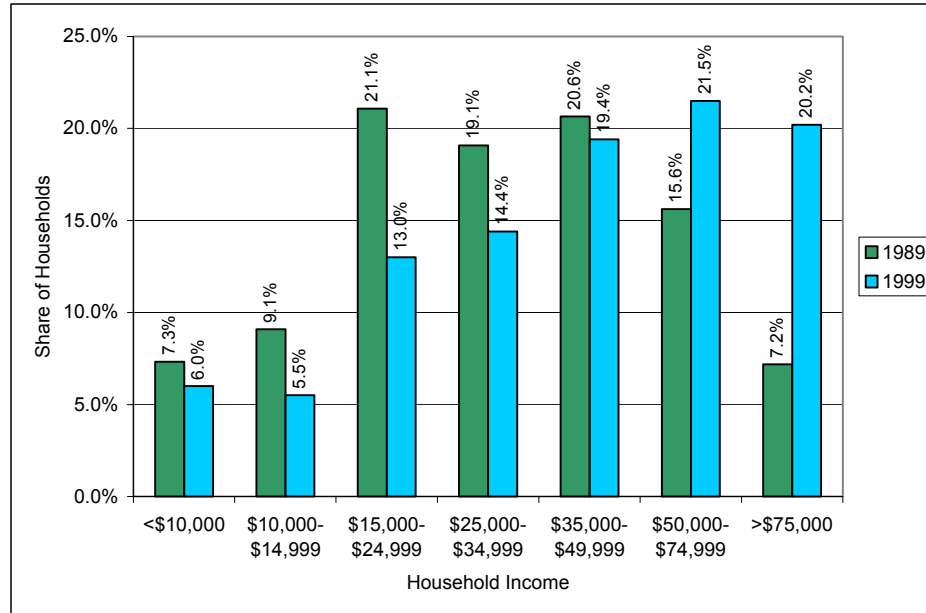
4.1.2 Income

According to U.S. Census data, median household income in Mesa experienced a 41 percent increase in absolute terms, during the 1989-1999 period, from \$30,273 to \$42,817.

As shown in Figure 4.1, Mesa's income profile has experienced a fundamental shift during the last decade. Mesa has increased its share of high-income households and has simultaneously lowered its share of low-income households. The 1998 distribution shows three 'peaking' income groups, namely the \$15,000-\$24,999 (21.1 percent), \$25,000-\$34,999 (19.1 percent), and \$35,000-\$49,999 (20.6 percent). The distinguishing factor in these categories may be age (retirees vs. younger families) or skill level (professional services vs. low skill personal services). Only 7.2 percent of the households in 1989 earned more than \$75,000. However, the 1999 distribution shows a significant increase in high and very high-income categories. Approximately 60 percent of Mesa's households have an annual income of \$35,000 or higher, with more than 20 percent of all households earning \$75,000 or higher. This phenomenon indicates a shift from Mesa's retiree resident base into a more dynamic 'wage earning' resident population with quality jobs.

Though these income profile improvements are significant in absolute terms, Mesa still lags behind the median countywide household income of \$45,358 by approximately 6 percent. Median household incomes in Maricopa County increased from the 1989 level of \$30,797 by a staggering 47 percent in absolute terms.

Figure 4-1: Household Income Profile Comparison – 1989 vs. 1999



Source: US Census Bureau and ERA

4.1.3 Age Distribution

The U.S. Census 2000 estimated the median age in Mesa as 32 years. This is lower than the national median age of 35.3, the statewide median age of 34.2 years and the Maricopa County median of 33 years. 20.6 percent of Mesa's population falls in the 55 years and above age group. 27.4 percent of the population is in the 0-17 years group, and the remaining 52 percent of the population are in the 18-54 years group. The latter accounts for most of Mesa's labor force.

4.1.4 Educational Attainment

According to the 2000 Census, 84.7 percent of the adult population (25+ years) in Mesa are high school graduates. Though this is higher than the countywide average of 82.5 percent, it is lower than competing East-Valley communities of Gilbert (94.3 percent), Scottsdale (93.5 percent) and Tempe (90.1 percent). Only 21.6 percent of Mesa's population aged 25 and over have a bachelor's degree. This is one of the lowest among East Valley communities. In comparison the share

of bachelor's degree holders within the same age group in Maricopa County is 25.9 percent, while Scottsdale boasts one of the highest shares of Bachelor's degree holders with 44.1 percent of the resident population aged 25 and over. The lower share of adult residents with advanced degrees is an indicator of a less competitive labor force.

On the other hand, Mesa clearly shows the emergence of an evolving education cluster. The Gilbert and Mesa Public School Districts are considered to be top performers even in the national arena. Mesa's public schools have and will continue to set the regional standards of excellence and attainment. Mesa is also home to the Arizona School of Health Sciences, Arizona State University East, East Valley Institute of Technology, University of Phoenix, and numerous other technical/training institutions, community colleges and proprietary education centers.

4.1.5 Employment

Mesa added approximately 20,000 jobs during the last decade. With annual employment growth of 1.4 percent (compared to 3.0 percent population growth) during the 1990-2000 period, it is clear that Mesa should improve the ratio of jobs and residents—there are more than 155,000 jobs and 425,000 residents, or .36 jobs per resident; the Maricopa Countywide ratio has been about .46 jobs per resident.

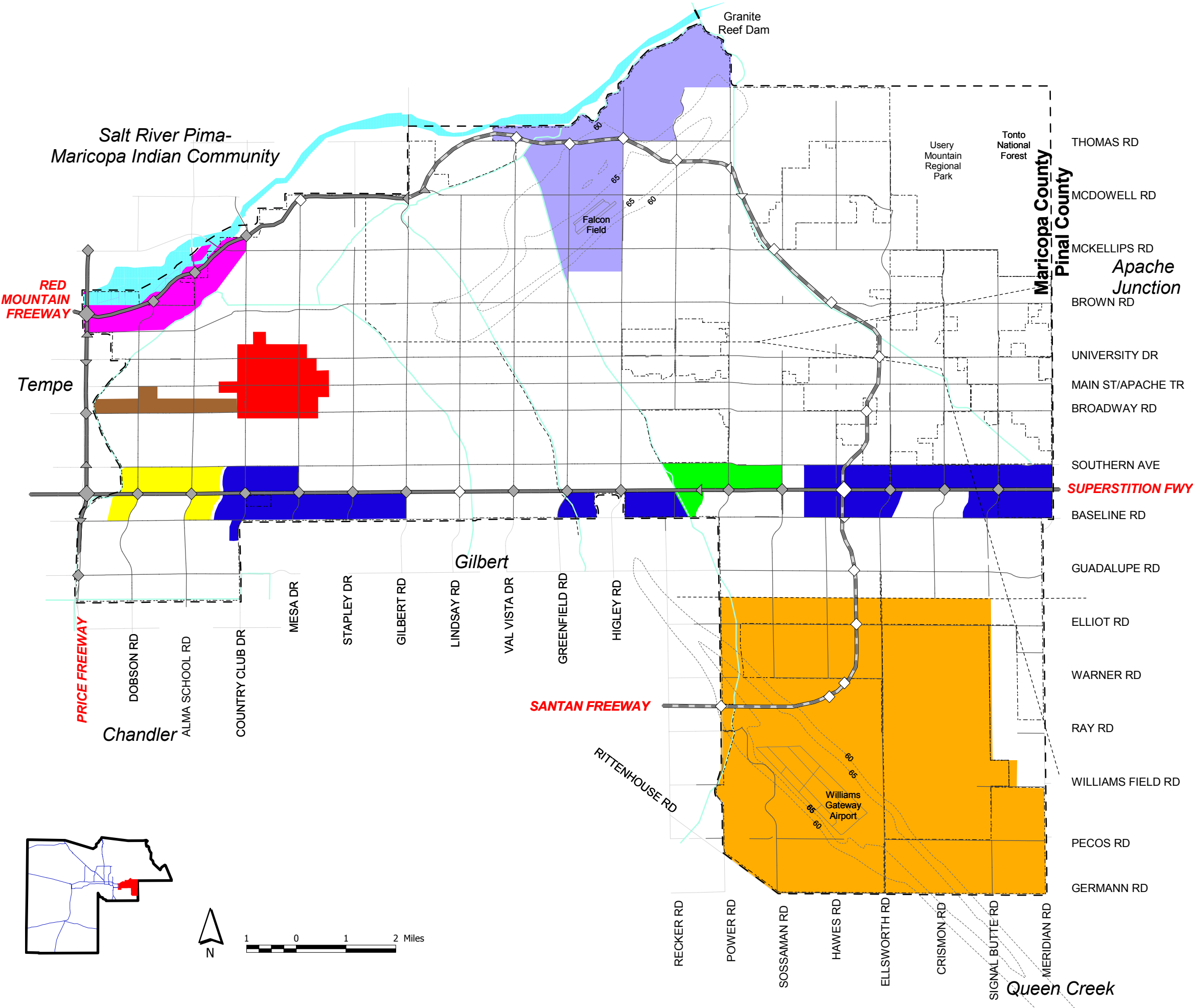
Eight economic activity areas that describe existing and future employment and business concentrations have been identified. These areas are listed below and illustrated on Figure 4-2.

1. Town Center Redevelopment Area
2. Falcon Field Airport
3. Fiesta Quadrant
4. Red Mountain Freeway Corridor (future opportunity)
5. Superstition Freeway Corridor
6. Superstition Springs Center
7. Union Pacific Business Corridor
8. Williams Gateway Area

GENERAL PLAN

Economic Activity Areas

Figure 4-2



- Falcon Field Airport
- Fiesta Quadrant
- Red Mountain Freeway Corridor
- Superstition Freeway Corridor
- Superstition Springs Center
- Town Center Redevelopment Area
- Union Pacific Business Corridor
- Williams Gateway Area

- Freeway
- Interchange
- Future Freeway
- Future Interchange
- Arterial Roadway
- Canals and Waterways
- Aviation Noise Contours
- Overhead Transmission Lines
- Planning Area Boundary

These are important activity clusters, which attract investment, jobs, and technologies and improve the regional knowledge of the quality of Mesa. 1999 estimates show that the City of Mesa has approximately 11,700 firms with a total of approximately 155,100 employees. The nine areas enumerated above account for approximately 70 percent of the City's total employment, 69 percent of the City's total sales/transaction value and 66 percent of the total number of firms located in the City. The Superstition Freeway Corridor Area has the largest share of workers with 23 percent of citywide employment. In terms of distribution by employment sector (as share of citywide employment) these nine areas contain:

- 94 percent of all manufacturing employment;
- 73 percent of all retail employment;
- 66 percent of all Finance, Insurance and Real Estate (FIRE) related employment;
- 63 percent of all Services related employment; and
- 39 percent of all Wholesale Trade related employment.

Although Mesa is already the home of several high-tech and aeronautics related firms for a number of years now, one has to take caution as the economy gradually transitions from the phase recently considered the "best of times." A slowing economy may further intensify the process of consolidations and cutbacks already initiated in some of the firms.

4.1.6 Jobs per Capita Comparisons

Table 4.3 presents the top 25 percent of Maricopa County communities in 1995 in terms of employment volume. Although Mesa's jobs per capita ratio is lower than the countywide average of 0.46, the City ranks third in the county in terms of absolute volume of jobs. The jobs per capita ratio in these communities vary from 0.33 (Glendale and Unincorporated County Areas) to 0.91 (Tempe), with the median being approximately 0.35 and the mean being approximately 0.51 (which is only marginally higher than the countywide average). It is clear that these communities are the primary drivers of the countywide jobs/resident ratio, as they account for 94 percent of the jobs and 89 percent of population in the county. Table 4.2 also presents a quartile distribution of the top 25 percent communities in terms of jobs/resident ratios. Note that the top quartile range of 0.64 to 0.91 jobs/resident is fairly wide, and only two communities (Tempe and Scottsdale) fall within that range.

Table 4.3: Maricopa County: Jobs per Capita Comparisons (1995 Estimates)

COMMUNITY	JOB	POPULATION	JOB PER CAPITA
Phoenix	664,280	1,154,139	0.58
Tempe	138,857	152,738	0.91
Mesa	128,376	372,378	0.34
Scottsdale	118,609	168,615	0.70
Glendale	62,805	188,610	0.33
Chandler	47,288	135,382	0.35
Unincorporated County Areas	25,968	78,685	0.33

Quartile Distribution (Of the Top 25 percent Communities)

	Jobs/Capita Range	
	Low	High
Top Quartile	0.64	0.91
2 nd Quartile	0.35	0.64
3 rd Quartile	0.34	0.35
Bottom Quartile	0.33	0.34

Key Indicators of Jobs/capita distribution

Countywide Average	=	0.50
Median (of top 25%)	=	0.35
Mean (of top 25%)	=	0.51

Source: 1995 MAG Estimates and ERA

4.1.7 Industrial Development

As of the third quarter of 2001, the Mesa-Gilbert sub-market has an estimated 7.50³ percent share (15.17 million square feet) of industrial space of the overall metropolitan area inventory (202.6 million square feet). Of this, approximately 2.3 million square feet are located in Falcon Field Airpark. Industrial vacancy in the Mesa-Gilbert sub-market is approximately 7.6 percent as of the third quarter of 2001. This is lower than the metropolitan area vacancy rate of 9.3 percent. These estimates are based on market information provided by CB Richard Ellis and include buildings of 5,000 square feet or larger. The Gilbert sub-market is included

³ These estimates are based on market information provided by CB Richard Ellis and included buildings of 5,000 square feet or larger. The Gilbert market has been added to these comparisons because the Superstition Corridor and the Williams Gateway area fall under this sub-market as defined by CB Richard Ellis.

because the Superstition Corridor and Williams Gateway area fall within the definition of this sub-market.

Key business/industrial parks include Crismon Business Park, Dover Industrial Park, East Valley Gateway Business Park, Falcon Business Park I and II, Falcon Field, Greenfield Business Park, Inverness Commons, Mesa Commerce Center, Longbow Commerce Park and Golf Club (planned), Mesa Airpark, Mesa International Business Park, Mulberry Business Park, Pierpont Commerce Park, Superstition Springs Business Park, The Commons, and Williams Gateway Airport.

4.1.8 Office Development

Mesa has an estimated 5.3 percent share of office space (2.94 million square feet) of the overall metropolitan area inventory (55.48 million square feet), based on CB Richard Ellis' third quarter 2001 market report. According to this report, the office vacancy rate in Mesa is 26.1 percent compared to the metropolitan area vacancy rate of 13.7 percent. Sixty-nine percent of Mesa's office inventory is located along the Superstition Corridor.

Key Class "A" office developments include Mesa Corporate Center, Stapley Corporate Center, Superstition Springs Business and Office Park, The Financial Plaza, and Thunderbird Plaza.

4.1.9 Retail Trade

There are an estimated 83 multi-tenant retail centers in Mesa at present. 79 centers (for which data is available) have an estimated 11.7 million square feet of gross leasable area or roughly 28 square feet per capita⁴. Generally, multitenant center retail floor areas are about 70 percent of all existing retail. Thus, Mesa may have more than 16.7 million square feet in all retail space, including the unincorporated islands. The City currently estimates there is more than 15 million square feet within its corporate boundaries.

Key retail outlets include Fiesta Mall, Mesa Grand, Mesa Pavilions Power Center, Santa Fe Square Shopping Center, Superstition Springs Center, Superstition Springs Power Center, and Village Square at Dana Park.

⁴ Assuming current Mesa MPA population of 425,238

4.2 Goals, Objectives, and Policies

The long-term economic development strategy for Mesa must be dynamic and allow the City to continually reposition itself as multiple economic activities evolve. The goals, objectives, and policies stated below are based on the following overall economic development vision.

Economic Development Vision: To be a city that raises the standard of living and quality of life for its residents as a result of actions by business, government, and the community that attract, retain, and sustain dynamic enterprises.

Goal ED-1

Foster and sustain long-term economic growth for the City of Mesa

- Objective ED-1.1** Increase and maintain Mesa's employment to population ratio to at least the top quartile of Maricopa County communities by attracting and retaining competitive and quality jobs.
- Policy ED-1.1a Proactively market the City of Mesa to prospective employers and businesses seeking to expand or relocate in the metropolitan Phoenix area.
 - Policy ED-1.1b Target recruitment efforts at companies that bring high-quality, value-added jobs to the community.
 - Policy ED-1.1c Focus recruitment and retention efforts in key employment sectors established as priority clusters in Mesa.
 - Policy ED-1.1d Promote Mesa as an excellent location for regional or local corporate headquarters.
 - Policy ED-1.1e Promote Mesa as a location for international business and trade.
- Objective ED-1.2** Diversify City government's current and future fiscal resources to support community needs.
- Policy ED-1.2a Continue to monitor public revenues (i.e. development fees, intergovernmental transfers, property taxes, retail sales receipt, utility revenues) for signs of competition and weakness in order to develop sound projections and economic development strategies.
 - Policy ED-1.2b Continue to assess the City's major infrastructure needs to determine financial alternatives for funding those improvements.
 - Policy ED-1.2c Establish procedures for on-going evaluation of local development fees, including, but not limited to, impact fees.
 - Policy ED-1.2d Consider creating a set of economic impact models to evaluate relevant trends and financial implications related to growth in population and City revenues.

Policy ED-1.2e Consider the development and utilization of a realistic fiscal impact model for all new development as deemed necessary.

Policy ED-1.2f Continue to use appropriate economic development tools, including financial and infrastructure incentives, to promote employment growth.

Objective ED-1.3 Continue to expand Mesa's retail business base and strengthen its retail position in the East Valley.

Policy ED-1.3a Promote well-planned residential development that supports existing regional and community-level retail centers.

Policy ED-1.3b Promote appropriate residential densities in specific locations to support retail development.

Policy ED-1.3c Promote the location of "big-box" retail on sites that are strategically positioned to minimize sales tax leakage but do not promote incompatible neighboring land uses.

Policy ED-1.3d Provide appropriate incentives to attract regional and community-level retail centers to Mesa.

Policy ED-1.3e Encourage a proper balance between residential and industrial land uses to provide the optimum support for retail development, consistent with targeted jobs per capita ratios.

Goal ED-2	Identify and prepare strategic locations for economic growth.
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Objective ED-2.1 Support the development of key employment centers/corridors throughout the City of Mesa.

Policy ED-2.1a Promote the development of an efficient combination of mixed uses at the employment centers/corridors.

Policy ED-2.1b Through the use of public and private funding mechanisms, provide the infrastructure needed to support mixed use, high intensity development within the employment centers/corridors.

Policy ED-2.1c Use incentives to attract high quality commercial and industrial development to the employment centers/corridors.

Policy ED-2.1d Continue to promote, improve, and protect transportation-related employment centers; including Falcon Field, Power Road Corridor, Red Mountain Freeway Corridor, Superstition Freeway Corridor, Union Pacific Railroad Corridor, and Williams Gateway Airport.

Policy ED-2.1e Encourage the continued development and revitalization of office and retail centers within the Mesa Town Center, Fiesta Quadrant, and Superstition Springs.

Policy ED-2.1f Provide a wide range of industrial land types to support a variety of industrial uses. In particular, maintain an adequate supply of freeway-oriented, as well as aviation-related industrial property.

Policy ED-2.1g Encourage the development of building space for small and medium-sized companies by working with local real estate companies, brokers, and developers.

Objective ED-2.2 Develop comprehensive transportation, communication, and infrastructure systems to ensure efficient movement of commerce and information.

Policy ED-2.2a Continue to lobby the Arizona Department of Transportation and the Maricopa Association of Governments for freeway system funding.

Policy ED-2.2b Consider alternatives for funding of the primary roadway system, particularly those segments that provide access to Williams Gateway Airport.

Policy ED-2.2c Encourage adequate public facilities, including transportation systems, to be completed prior to, or in concurrence with, new development.

Policy ED-2.2d Continue to facilitate broad access to new telecommunications and information technology applications.

Policy ED-2.2e Create and implement strategies designed to establish Mesa's reputation as one of the nation's "most wired communities".

Policy ED-2.2f Encourage the extension of utilities to underserved industrial areas through the use of public and private financing mechanisms such as, but not limited to, improvement districts, community facilities districts, municipal bonds, general municipal revenues, developer impact fees, exactions, and other financing alternatives.

Objective ED-2.3 Support the continued development of the Williams Gateway Sub-Area as an urban economic hub for the southeast valley.

Policy ED-2.3a Assist in marketing and promoting the Williams Gateway Airport Employment Center to targeted national and international targeted firms and businesses.

Policy ED-2.3b Continue to provide resources to support the operation of the Williams Gateway Airport.

Policy ED-2.3c Support the long-term capital improvement and infrastructure needs of the Williams Gateway Airport Employment Center.

Policy ED-2.3d Actively recruit new investment that will benefit from Foreign Trade Zone #221 at Williams Gateway Airport.

Goal ED-3

Utilize the competitive advantages of the City and region to promote Mesa as a community where people may live, learn, work, shop, and play.

- Objective ED-3.1** Develop and maintain local regional, national, and international alliances to advance Mesa's economic development strategy.
- Policy ED-3.1a Consider using local utility companies, including municipally owned utilities, as an integral part of the economic development strategy.
 - Policy ED-3.1b Coordinate economic development strategies with other East Valley cities, as well as county, state, and regional agencies.
 - Policy ED-3.1c Relate local economic development strategies to the regional, national, and international economies.
 - Policy ED-3.1d Maintain a strong, cooperative relationship with economic development allies in order to develop leads for business recruitment and to further economic development efforts.
 - Policy ED-3.1e Promote and strengthen relationships with the Mesa Sister Cities Association.
 - Policy ED-3.1f Position the Mesa/Pinal County Water Farm as an attractive site for international commerce within the CANAMEX Trade Corridor/NAFTA.
- Objective ED-3.2** Support a comprehensive educational system to produce a competitive workforce that supports the employment centers/corridors.
- Policy ED-3.2a Provide for the expansion and development of career and technical education through public and private efforts.
 - Policy ED-3.2b Strengthen linkages with educational institutions to enable local businesses of all sizes to better capitalize on training and small business development programs.
 - Policy ED-3.2c Work with the business community to establish a strong and continuing relationship with local school districts, private educational institutions community colleges and universities.
 - Policy ED-3.2d Provide support for the educational component of the Williams Campus, which is located adjacent to Williams Gateway Airport.
 - Policy ED-3.2e Identify Mesa's knowledge assets (research and knowledge development institutions, technology commercialization and transfer programs, innovative and entrepreneurial companies) and coordinate efforts to connect those resources and promote a knowledge-based economy.

- Policy ED-3.2f Create partnerships with community service providers to promote and increase the availability of training and technical assistance programs to small and medium-sized businesses.
- Policy ED-3.2g Tap into the region's workforce development network to assist displaced workers in obtaining good training and high-paying replacement jobs in an expeditious manner.

Objective ED-3.3 Expand the hospitality and tourism industry to position Mesa as a destination location.

- Policy ED-3.3a Promote the development of destination resorts in Mesa through the Mesa Convention and Visitors Bureau, with assistance from the Mesa Chamber of Commerce, Office of Economic Development, and others.
- Policy ED-3.3b Develop programs and marketing strategies to attract tourists to the Mesa area.
- Policy ED-3.3c Promote the Mesa Arts Center and the Mesa Indoor Aquatics Center as vibrant regional and national facilities of culture and recreation.

Objective ED-3.4 Maintain a well-rounded community in terms of recreational, cultural, educational, and health care opportunities.

- Policy ED-3.4a Support the expansion of the City's parks and recreational system and facilities.
- Policy ED-3.4b Support efforts to expand the number and quality of cultural opportunities within the community.
- Policy ED-3.4c Continue to support neighborhood schools and the linking of recreational areas and parks to school sites.
- Policy ED-3.4d Support enhancements of Mesa's excellent health care system.

4.3 Plan Components

The Economic Development Strategy, which was prepared as part of the Mesa 2025 – A Shared Vision process, provides the details for implementing the Economic Development Element. The components of the strategy are described below. The Economic Development Strategy focuses on each of these components. It identifies pertinent issues related to each component and describes initiatives that capitalize on the City's strengths to achieve the economic development vision, goals, and objectives.

Competitive Position of the City and the Region

Among Mesa's competitive advantages are its economies of scale and a tremendous potential for growth. Mesa's shifting demographics offer a younger and more diverse labor force. Other factors include existing employment centers

and economic hubs, two major airports, transportation infrastructure, oncoming improvements in regional cultural and recreational facilities, and the location of nationally known names in technology and information.

Evolution of Economic Activities

The strategy includes taking advantage of the continuing development activities and the provision of infrastructure in the area. Included are private development opportunities, transportation facilities, educational services, cultural and recreational improvements, and healthcare services. These factors, together with an expanding labor force, will provide the catalyst for economic growth in Mesa.

Strategies for the City of Mesa

Broad economic development strategies will focus on taking advantage of Mesa's potential. They deal with a clear pursuit of high quality jobs, a focus on office/business districts, and taking advantage of locations created by transportation facilities. The strategies will seek to create more jobs for residents of Mesa and the surrounding area.

Projection of an Enhanced Vision of the City

Key opportunities to improve the image of Mesa in both the metropolitan area and the national arena will be pursued. These opportunities include the identification of the City of Mesa as a regional economic hub, providing for access to superior quality education and training, and access to high quality communications. Efforts will capitalize on increased visibility, new regional employment locations, and existing employment centers.

Program Initiatives and Recommendations

Program initiatives include a broad definition of programs and concepts to assist in achieving the City's long-term economic development goals and objectives. Also included are detailed organization and implementation scenarios for selected programs.

Organization and Management

The appropriate organization and management of the City's economic development efforts is essential to the achievement of the goals and objectives. The Economic Development Strategy includes provisions for this organization.

Economic Development Performance Measures

The success of the economic development efforts is also dependent on the use of performance measures. These measures will describe the results of the program and suggest continuing revisions and improvements.

5.0 Growth Areas

The Growth Areas Element identifies the specific areas served by multi-modal access and mobility where the City will strategically invest public resources to foster enhanced community development, viable economic retention, expansion, and growth. These areas should be capable of supporting concentrated development comprised of a variety of land uses in accordance with this plan.



5.1 Background

5.1.1 Purpose of the Growth Areas Element

As summarized in Section 1.1 of this General Plan, the City of Mesa has experienced rapid growth from its beginning in 1880 to the present. According to the 2000 census, Mesa is the 43rd largest city in the country and second largest in the Phoenix metropolitan area. This growth is expected to continue in the future. The Growing Smarter statute enacted by the Arizona Legislature directed that communities in the state include targeted development areas in their General Plans. Sound planning principles would then be applied to these areas to create positive development patterns. The statute provides that the Growth Areas Element include policies and implementation strategies that are designed to accomplish the following:

- Make automobile, transit, and other multi-modal circulation efficient, make infrastructure expansion economical, and provide for a rational pattern of land development.
- Conserve natural resources and open space areas in the growth areas and coordinate their location to similar areas outside the growth area boundaries
- Promote the public and private construction of infrastructure that is coordinated with development activity.

5.1.2 Catalysts for Change

There are several factors that could significantly impact the pace and type of development that will occur in future growth areas. These factors are not only the changing technology of the world but the way in which we live, work and play. These factors include:

Vacant Land

Within the planning area boundaries 22 percent of the land is vacant. Additionally, underutilized land will become more attractive, with freeway access and visibility or mass transit service.

Financing of Infrastructure

The City has typically floated general obligation and revenue bonds to finance its infrastructure needs. While there is a fiscal impact fee mechanism in place, the substantial requirements for utilities and services may prompt the City to establish special improvement districts or other funding mechanisms to support growth areas.

Vehicular Commute

Historically, one could live anywhere in the Phoenix Metropolitan Area and reach work within a reasonable commute time. Now, with the substantial growth of the region, drivers are reaching their threshold for cross-valley commutes. The provision of proximate jobs and housing provides an attractive element for expanding or relocating businesses.

Quality of Life

While the past model of suburban expansion at the fringe of development was successful for many communities, the new focus is on a sustainable community that provides the elements of working, living and playing within close proximity. The attraction of the mature neighborhoods has taken hold in several parts of the Phoenix metropolitan area and has the opportunity to do the same for Mesa. The challenge is to provide the investment and attention necessary for the private sector to see the opportunities and potential for success.

5.2 Goals, Objectives, and Policies

Goal GA-1

Create a sustainable urban environment in the City's designated growth areas in a manner compatible with the remainder of the planning area.

Objective GA-1.1

To strategically guide new growth to create a compatible, well functioning community.

Policy GA-1.1a

Utilize the adopted Land Use Plan to assess the compatibility of development proposals within identified growth areas.

- Policy GA-1.1b Promote the preparation of Development Master Plans to conceptually define land uses, multi-modal circulation, mobility, fiscal impact, and recreation and open space opportunities within growth areas.
- Policy GA-1.1c Utilize the adopted Design Guidelines to ensure visual and functional quality in growth areas.
- Policy GA-1.1d Promote infill and new residential development in areas convenient to the City's Economic Activity Areas.
- Policy GA-1.1e Maximize the provision of compatible retail uses within growth areas.

Objective GA-1.2 To maximize public investment in both residential and employment uses that will directly and indirectly generate municipal revenue in growth areas.

- Policy GA-1.2a Provide strategic investments of capital facilities and services within growth areas to induce private investment.
- Policy GA-1.2b Annually update and prioritize the five-year Capital Improvement Plan to provide high levels of service to growth areas.
- Policy GA-1.2c Re-evaluate the development fee and fiscal impact fee methodology every three years to ensure that its fee structure reflects the costs of growth.

Objective GA-1.3 To provide an efficient, multi-modal transportation system to serve growth areas.

- Policy GA-1.3a Develop a transportation system in growth areas that supports the goals, objectives, and policies of the transportation element and meets the intent of the transportation plan.

Objective GA-1.4 To enhance the environmental quality within defined growth areas.

- Policy GA-1.4a Strive to locate the desired employment sectors within growth areas to minimize the amount of vehicle miles traveled by its residents.
- Policy GA-1.4b Strive to incorporate natural area open space compatible with the Sonoran Desert vegetation community in future development projects.
- Policy GA-1.4c Strive to attain public services and facilities level of service standards to protect the health and safety of existing and future residents and employees.
- Policy GA-1.4d Protect existing and future residential and other sensitive uses from the effects of vehicular and aviation-generated noise.
- Policy GA-1.4e Protect the quality of the environment in growth areas by supporting county, regional, state, and federal environmental programs, laws, and regulations.

5.3 Plan Components

The Mesa General Plan has identified four growth areas where the City will focus its investment efforts for revitalized, redeveloped and new development. These areas are described below and shown on Figure 5-1.

5.3.1 Falcon Field

The Falcon Field Growth area is approximately 4,560 acres including the existing airport and extending to the north, south and west. There are numerous opportunities for economic development in this area based on the existing reliever airport, access to the future extension of Red Mountain Freeway, and proximity to existing public facilities and infrastructure.

Because of the proximity to Falcon Field, this area is not suitable for residential development. However, it is well suited for business park and light industrial uses, and it is easily accessible from large residential neighborhoods.

The General Plan designates a mixture of Industrial, Business Park, Mixed Use/ Employment and public uses in this area. The employment development potential for this area is approximately 30,160 jobs.

5.3.2 Town Center/Main Street Corridor

The Town Center/Main Street Corridor area is approximately 5,300 acres along Main Street and includes the historic town site of Mesa. The corridor stretches from the border with Tempe to Higley Road and is a potential light rail/ bus rapid transit route. The area is between two freeway corridors and is intersected by numerous arterials that network the western part of the City. This growth area is close to existing entertainment, cultural and business activities, as well as numerous public amenities. There is a high level of diversity in this area which offer numerous opportunities for cultural and employment enhancements.

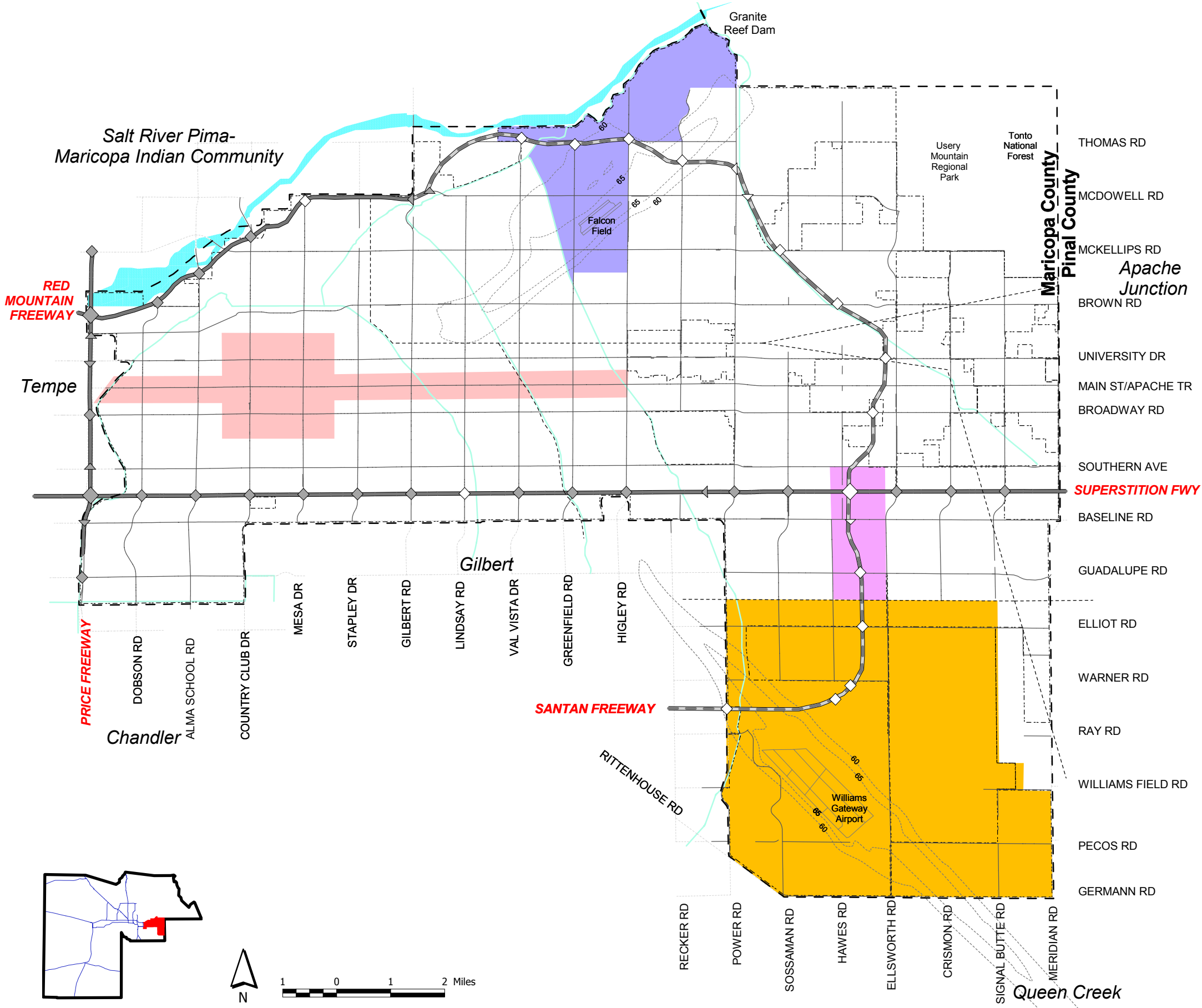
In terms of constraints, this area has aging infrastructure and land is often underutilized. The perception of much of the corridor is that it portrays a disjointed transition between rural and urban lifestyles.

The General Plan identifies a full array of land uses in this area, including the Town Center designation, which is very sensitive to historic and cultural land uses. The residential development potential for this area is 22,325 dwelling units on about 2,600 acres. This represents a population of about 46,700 with an average density of approximately 17.6 dwelling units to the acre.

The employment development potential for this area would provide approximately 38,930 jobs, or .83 jobs per capita, in the Town Center/Main Street Corridor.

Growth Areas

Figure 5-1



- Falcon Field Airport
- Town Center/Main Street Corridor
- Santan Corridor
- Williams Gateway

- Freeway
- Interchange
- Future Freeway
- Future Interchange
- Arterial Roadway
- Canals and Waterways
- Aviation Noise Contours
- Overhead Transmission Lines
- Planning Area Boundary



5.3.3 Santan Corridor

The Santan Corridor area is approximately 1,320 acres along the proposed Santan Freeway corridor between Southern Avenue and the power lines. The portion of the Santan Corridor between the power lines and Power Road is included in the Williams Gateway Growth Area. The width of the Santan Growth Area is approximately ½ mile on either side of the proposed freeway right-of-way.

The area provides excellent transportation linkages in terms of freeway access to both the Santan (Loop 202) and Superstition (U.S. 60) Freeways, as well as to Williams Gateway Airport. There are excellent opportunities for employment and commercial growth in this area because of the potential for using the multi-modal transportation systems in this area, as well as the large amount of vacant land. Development and redevelopment of land in this area provides great opportunities for sales tax enhancement.

In terms of constraints, this area is underdeveloped and lacks infrastructure. Also, growth in this area will be dependent on the funding and construction of the Santan Freeway.

The General Plan identifies a combination of residential, commercial, industrial, and mixed uses in this area. The residential development potential for this area is approximately 5,370 dwelling units on about 920 acres. This represents a population of about 12,900.

The employment development potential for this area would provide approximately 6,930 jobs, or 0.53 jobs per capita in the Santan Corridor.

5.3.4 Williams Gateway Area

The Williams Gateway Area is approximately 18,365 acres and includes the major portion of the southeast area of the community. Its boundaries are the power lines on the north, Germann Road on the south, Power Road on the west, and Signal Butte Road on the east, with an additional portion extending to Meridian Road between Williams Field Road and Germann Road. The area includes Williams Gateway Airport, the General Motors Proving Ground, and other adjoining properties.

This area represents a major opportunity for the achievement of innovative development patterns for the community. The vision for the area includes the creation of a second urban center for the Mesa community. The General Plan provides for a full array of land uses, including residential, commercial, business park, industrial, mixed-use, education, parks, and other public uses. As specified on the plan, the residential potential is approximately 8,900 dwelling units and a

corresponding population of about 26,300. The employment potential would provide approximately 147,700 jobs.

It is expected that additional detailed planning in conjunction with the Williams Gateway Airport, General Motors Proving Ground, and other properties will be needed to define the exact nature of the future development in this area.

6.0 Revitalization and Redevelopment

The Revitalization and Redevelopment Element provides a foundation to maintain and enhance the viability of the City's mature, underutilized residential and employment areas. While general plans typically focus on providing guidance for the development of vacant land, Mesa must also dedicate extensive capital and human reinvestment resources to address its mature areas in order to maintain stable neighborhoods, viable economic clusters, and high quality municipal services.



6.1 Background

6.1.1 Revitalization in Mesa

Revitalization efforts in Mesa seek to reverse the decline of urbanized areas in the community through reinvestments in human resources, economic potential, and improvements to the aging infrastructure. The City of Mesa conducts these efforts through a partnership among City departments, non-profit agencies, and residents. Federal funds administered by the City that support these programs include Community Development Block Grants, HOME Investment Partnerships, and Emergency Shelter Grant Programs. Subject to City Council authorization, the City actively seeks appropriate federal and state funds to implement the goals of this element.

The City also helps to maintain the vitality of neighborhoods through the following programs

- Opportunity Zone Program – This program focuses resources on mature neighborhoods where residents have expressed concern about decline. It combines commitments from residents, businesses, faith-based communities, and non-profit organizations with City resources to plan and implement neighborhood improvements.
- Neighborhood Registration Program – This program enhances communication and provides services to support neighborhood residents in their efforts toward improvements. These grass-roots neighborhood groups rely on contributions of time, talents, and materials from residents and local businesses. Registered neighborhoods range in size from several blocks to several square miles. They often are formed as outgrowths of block watches, newly developed neighborhoods, organizations in existing neighborhoods, and homeowners associations.

6.1.2 Redevelopment and Historic Preservation in Mesa

The City of Mesa is committed to the redevelopment of the original downtown and to the preservation of the historical assets in the Town Center Redevelopment Area. This area is defined by 6th Street on the north, Crescent Avenue on the south, the Hobson Street alignment on the east, and the Vineyard Street alignment on the west. Encompassing almost 1,300 acres, the Town Center Redevelopment Area contains a mix of residential, employment, public facility, cultural, and entertainment uses. The area includes the following four historic districts that are on the National Register of Historic Places: Evergreen; West 6th Street; Glenwood Wilbur; and Temple. In addition, the Robson Historic District is locally designated and is eligible for the National Register.

In December 1999, the City prepared and adopted the Town Center Concept Plan and Action Plan. This plan describes future land uses, densities, transportation facilities, and development design components for future growth. The City of Mesa promotes the location of new business in the downtown area in conjunction with the Mesa Town Center Corporation, the Office of Redevelopment, and the Office of Economic Development.

The Mesa Town Center Redevelopment Plan meets the requirements of Arizona Revised Statutes (ARS 36-1471 and 36-1479) and provides the mechanisms to coordinate the necessary public and private activities within the heart and historic center of the City.

The City of Mesa places great importance on its cultural and historic resources as the City grows and matures. Currently, Mesa has five National Register Historic Districts, as well as a dozen individual properties that enjoy such prestigious distinction. Two citizen advisory boards support the Redevelopment/Historic Preservation Office. The Downtown Development Committee is a nine-member board that guides the future development in the Town Center Redevelopment Area and reviews all redevelopment, planning, zoning, design review, and permitting issues. The Historic Preservation Committee is a seven-member board that seeks to identify and promote historic preservation and advises the City Council on those matters.

6.1.3 Neighborhood Planning in Mesa

A neighborhood plan is a guide that provides a framework for decisions that will affect the future of the neighborhood. It contains descriptions of desired future conditions and principles to be followed, as defined by the residents. Representing the consensus of the neighborhood, the plan also contains recommendations for strategies and actions that will enable the goals to be reached. Each neighborhood plan is tailored to the specific needs, issues, constraints, and opportunities of the neighborhood. Subjects commonly found in

a neighborhood plan include land use, housing, circulation, recreation, environmental concerns, and neighborhood character.

The City of Mesa initiated its neighborhood planning process in the summer of 2001. The process began with the identification of the Mesa Lutheran Neighborhood, which is located in northwest Mesa near the intersection of Country Club Drive and Brown Road, as an area that presented both a need and an opportunity to undertake a revitalization planning process. The area contains the Mesa Lutheran Medical Center, the Mesa Grande archaeological site, and several other medical and institutional uses. The residents and business leaders in the area spent several months in 2001 evaluating the potential for this neighborhood to become a more cohesive medical and institutional “campus”. The result was in completion in the winter of 2001-2001 of the Mesa Lutheran Revitalization Master Plan, which presents the findings of the process and describes implementation strategies to achieve the goals and objectives created by the planning team.

The City is also working with the Wilbur historic neighborhood in the Town Center in preparing a neighborhood plan. Additionally, preservation neighborhood plans have been prepared for the West Second Street and Wilbur Historic Districts. Plans will be prepared for the other districts listed on the National Register.

6.1.4 Causes of the Need for Revitalization and Redevelopment

Several factors contribute to the need to improve the viability of declining areas through redevelopment and/or revitalization activities. These factors are based in the manner in which the City has developed, the changing technology of the world, and the demographic and social variations that may alter the way in which we live, work, and play. These factors include:

Post World War II Developments

Mesa experienced a substantial population growth following World War II, especially during the 1950s. Consequently, many of Mesa’s subdivisions are over 50 years of age and in need of revitalization and/or redevelopment. The huge population growth in the 1970s and 1980s also created a large number of subdivisions that are now 20 to 30 years of age and beginning to experience decline. These neighborhoods present a variety of challenges caused by such things as absentee ownership, neglect, and inappropriate land uses.

Light Rail and Bus Transit

The easterly extension of the metropolitan transit system, including light rail on Main Street will provide enhanced access and visibility for land uses along its route.

Manufactured Homes-

The shift in retirement dynamics from the recreational vehicle park or manufactured home park to more active residential communities will continue to change the market demand for these types of products throughout Mesa.

Information and High Tech Employment Development

New technology in automation and computer related services have given rise to a new industry that is compatible in existing transitional areas. This type of employment is well suited for facilities in mature areas where a low initial investment may make redevelopment feasible by the private sector.

6.2 Goals, Objectives, and Policies

Goal RR-1

Maintain an orderly, compatible, and aesthetic land use pattern in mature areas of the City.

- Objective RR-1.1** Promote a concentrated, cohesive relationship among compatible land uses.
- Policy RR-1.1a Encourage and assist in providing a mix of market rate, affordable and high-end housing within redevelopment and revitalization areas.
 - Policy RR-1.1b Carefully evaluate redevelopment area boundaries to maintain the social stability of existing neighborhoods.
 - Policy RR-1.1c Conserve the resources of mature residential neighborhoods.
 - Policy RR-1.1d Promote mid and high rise mixed residential (i.e. 40 du/ac) and office uses in the Town Center, reserving ground floor space for retail and other supportive uses in the Pedestrian Overlay Area.
 - Policy RR-1.1e Work with property owners to resolve physical constraints (such as land use conflicts and under-utilized structures) on major vacant or underutilized parcels to encourage redevelopment or infill development.
 - Policy RR-1.1f Continue to follow the creation of an Urban Village for the Town Center as identified in the Town Center Concept Plan.
- Objective RR-1.2** Increase functional and visual consistency by coordinating existing uses and different architectural types.
- Policy RR-1. 2a Eliminate unsightly, unsafe, substandard and obsolescent uses and buildings that detract from the aesthetic appearance and economic welfare. Develop programs to eliminate trash and graffiti throughout the City.
 - Policy RR-1. 2b Enhance and maintain the appearance of alleys and other public rights-of-way in the Town Center and other redevelopment areas.

- Objective RR-1.3** Develop and maintain amenities that reflect the character of the City's heritage.
- Policy RR-1. 3a Make all reasonable efforts to identify, document and preserve significant historic buildings and structures.
 - Policy RR-1. 3b Continue programs to increase public awareness and support for historic preservation activities as outlined in the City Council-approved Historic Preservation Plan.
 - Policy RR-1. 3c Revive and enhance the self-guided "Cultural Walk" in the Town Center.

Goal RR-2

Attract development to vacant areas within an urbanized community through the use of infill incentives and innovative design.

- Objective RR-2.1** Encourage private and public investment and development on vacant lands in the urbanized areas of the City.
- Policy RR-2.1a Create an infill incentive policy that provides procedural benefits for infill development projects and describes other incentives for development in mature areas of the City.
 - Policy RR-2.1b Provide technical support for infill development through innovative design concepts and land use techniques.
 - Policy RR-2.1c Assure that infill development is compatible with neighboring uses.
 - Policy RR-2.1d Assure that infill development can be supported by appropriate City services.
 - Policy RR-2.1e Encourage the adaptive reuse or rehabilitation of mature buildings that are structurally sound.

Goal RR-3

Promote the active participation of citizens and local business leaders in addressing the needs of their neighborhoods

- Objective RR-3.1** Promote and facilitate the creation of neighborhood revitalization land use plans that reflect the interests of the residents and business leaders in the City's neighborhoods.
- Policy RR-3.1a Develop a formalized neighborhood planning process that facilitates the creation of smaller area plans.
 - Policy RR-3.1b Create a system of quantitative indicators that reflect the function of Mesa's neighborhoods and assist in the evaluation of the neighborhood planning process.
 - Policy RR-3.1c Maintain a database of all applicable neighborhood features that are evaluated during the neighborhood planning process.

- Policy RR-3.1d Utilize all available electronic and Internet resources to provide information pertaining to specific neighborhood plans.

Goal RR-4

Create a safe, efficient transportation system and parking facilities in redevelopment and revitalization areas that conform to the citywide Transportation Master Plan.

Objective RR-4.1 Provide adequate parking to meet the demands of existing and future development.

- Policy RR-4.1a Partner with the private sector to provide conveniently located, landscaped, and lighted parking facilities.
- Policy RR-4.1b Develop a shared parking program for the Town Center and other future appropriate locations, including parking structures where appropriate.

Objective RR-4.2 Provide features for pedestrians, bicyclists, and transit users that are consistent with the goals, objectives, and policies of the transportation element.

- Policy RR-2. 4a Integrate future bicycle routes and paths within redevelopment and revitalization areas as identified in the Transportation Master Plan.
- Policy RR-2. 4b Coordinate with Valley Connections to identify a selected alignment for light rail transit in the Town Center.
- Policy RR-2. 4c Develop and implement streetscapes that provide an identity for redevelopment areas.
- Policy RR-2. 4d Develop a pedestrian network for the Town Center Redevelopment Area as identified in the Town Center Concept Plan.
- Policy RR-2. 4e Provide safe and accessible pedestrian environments.

Goal RR-5

Create a system of recreational, open space, and public facilities in redevelopment and revitalization areas that is consistent with the citywide parks and recreation and public facilities plans.

Objective RR-5.1 Ensure that, where appropriate, redevelopment projects or revitalization areas contain appropriate parks, recreation facilities, connections to open space and other supportive uses.

- Policy RR-5.1a Ensure that all projects achieve the park/open space and public facility level of service standards.
- Policy RR-5.1b Encourage the location of family-oriented recreation uses in redevelopment areas, where appropriate.

Goal RR-6

Continue to develop and maintain excellent arts and cultural facilities and opportunities for fine arts appreciation for citizens of all ages in the Town Center Redevelopment Area.

Objective RR-6.1

Ensure that the Town Center Redevelopment Area includes appropriate public art, entertainment facilities, and other arts and cultural uses.

- Policy RR-6.1a Establish the Town Center as the primary arts and cultural district in the City through continued development of the Arizona Museum for Youth, Mesa Southwest Museum, Mesa Arts Center, and other related and supportive uses.
- Policy RR-6.1b Encourage the location of art galleries and artist live/work spaces throughout the Town Center Arts and Cultural District.

Goal RR-7

Encourage a cost effective mix of uses through public and private investment that maximizes revenue generation.

Objective RR-7.1

Stabilize land values and provide attractive investment and opportunities.

- Policy RR-7.1a Where appropriate, assemble land within adopted redevelopment areas as functional parcels that maximize revenue, disposition, and adjacent land use compatibility.
- Policy RR-7.1b Consider the establishment of a revolving loan program for business retention and expansion.
- Policy RR-7.1c Assist neighborhood groups to foster pride through clean up campaigns, community gardens, tool co-op or other appropriate projects.
- Policy RR-7.1d Coordinate and leverage public investments (e.g. storm water and lighting) through the annual budgeting and five-year Capital Improvements Program processes.
- Policy RR-7.1e Evaluate utilities in the Town Center and future redevelopment and revitalization areas for possible relocation and underground placement.

Objective RR-7.2

Encourage private investment and development within established and mature areas of the City.

- Policy RR-7.2a Provide technical assistance to existing businesses and investors/developers proposing projects consistent with the Mesa Town Center Concept Plan and other redevelopment plans.
- Policy RR-7.2b Consider the adoption of a Rehabilitation Code for mature and historic buildings.
- Policy RR-7.2c Publicize the availability of and access to public parking through signage, brochures and promotions with existing businesses.

- Policy RR-7.2d Consider the creation of business improvement districts within redevelopment areas to provide enhanced municipal and management services.
- Policy RR-7.2e Continue to maintain a database of available land and non-residential structures within adopted redevelopment and revitalization areas.

6.3 Plan Components

Areas that are currently the focus of revitalization and redevelopment activities include the Town Center Redevelopment Area, Community Development Block Grant areas, historic neighborhoods, and opportunity zones. In the future, the City may wish to evaluate other areas for eligibility as revitalization and/or redevelopment areas. Factors involved in the evaluation of these potential improvement regions within the City are summarized below.

6.3.1 Redevelopment Area Powers

From the municipal standpoint, the designation of redevelopment areas should include utilization of the following powers, pursuant to ARS 36-1471:

- To enter into contracts with governmental agencies and private entities
- To transact in real and personal property
- To borrow money
- To assist in relocating displaced families or persons
- To utilize federal and state grants and loans, and
- To issue bonds to finance improvements

6.3.2 Redevelopment Area Assessment

For an area to be designated a redevelopment area, state law requires that the City Council make a finding that the area is in need of redevelopment. To make this finding, a number of factors must be considered. These factors include the following:

- Unsafe Conditions - These factors can be imposed by environmental (i.e. subsidence, floodplain) and man-made (i.e. existing uses, presence of crime, lack of public safety services) characteristics.
- Unhealthful Conditions - These factors can be imposed by the water, air, and land of the area as well as existing uses.
- Obsolete Layout of Lots, Blocks, and Streets - Previous lot layouts or platting may not match existing market conditions for development.
- Land Ownership - Extensive private ownership, as well as the number of absentee owners, may make assemblage difficult.
- Incompatible Land Uses - The existing pattern of development has created negative impacts on the health, safety, and welfare of the public.

- Structural Deterioration - The existing exterior and interior building conditions require significant levels of major rehabilitation or clearance.

The City could also utilize the factors identified above to evaluate the potential for revitalization planning if the area does not exhibit substantial deterioration. Revitalization may also be appropriate if the area in question is substantially deteriorated but requires time and resources to build a planning foundation for the future.

6.3.3 Redevelopment Plan Preparation

For those areas that exhibit the characteristics described in the assessment, and based on the support of the area businesses, residents and property owners, a redevelopment plan should then be prepared. According to state law, the redevelopment plan must contain the following components:

- A Land Use Plan
- A Statement of Boundaries of the Project
- An Existing Land Use/Property Conditions Map
- Standards of Population Densities, Land Coverage, and Building Intensities
- A Statement of the Proposed Changes, if any, in Zoning Ordinances or Maps, Street Layouts, Street Levels or Grades, Building Codes, and Ordinances
- Kind and Number of Site Improvements and Public Utilities Required to Support New Land Uses
- Method, Cost of Acquisition and Preparation for Redevelopment and Disposition Value for Land Reuse
- Method of Financing Redevelopment Projects
- Method of Relocating Displaced Persons, and Businesses

6.3.4 Infill Incentive Districts

The passage of Arizona Growing Smarter legislation in 1998 (amended in 2000) authorized the use of infill incentive districts as a mechanism to attract development to vacant areas within an urbanized community. Vacant parcels within the City could potentially be served by nearby infrastructure, parks, and public safety services. Infill incentive districts, for those communities who desire them, would provide some inducements that make infill development a reality. These include the following:

- Expedited entitlements processing (zoning/rezoning/development review)
- Development fee reductions or waivers
- Extended infrastructure improvement payback schedules/reduced rates

- Below market City utility service for a set period of time
- The creation of the infill incentive district is based on the quantification of specific criteria for the geographic area to be proposed. The criteria for the designation must satisfy at least three of the following:
 - A large number of vacant older or dilapidated buildings exist
 - A large number of vacant or underused parcels of property exist
 - A large number of buildings or other places where nuisances exist
 - An absence of development and investment activity exists
 - A high occurrence of crime exists, and
 - A continuing decline in population exists

7.0 Housing

Housing is one of the most critical elements in this General Plan because Mesa is closely identified with its residential neighborhoods and the feelings of pride and security that those neighborhoods create.

As the population of Mesa grows by an estimated 62% during the next 25 years, it is critical to assure that a safe, enjoyable, and affordable housing stock will be provided for this new population.



Along with this challenge, the City of Mesa and its residents need to address the condition of the existing housing stock and residential areas to minimize the impacts on the community of deteriorating and substandard housing.

It is also important to understand the needs of cost-burdened households throughout the City and encourage appropriate housing opportunities. This plan should be used to assure the effective development of new housing opportunities on vacant land, protection and enhancement of existing residential neighborhoods, and careful revitalization of deteriorating urbanized areas to better accommodate the housing needs of Mesa's citizens.

7.1 Background

As the City of Mesa matures, it will face challenges in maintaining the residential quality of life. The City must strive to maintain a healthy mix of housing and an available housing stock that is affordable and desirable for its citizens.

According to the 2000 Census, the City of Mesa has 175,701 total housing units, of which 83%, or 146,643 are occupied. The average household size is 2.68 persons per unit and the average family size is 3.20 persons per unit. Of these occupied housing units, 66.4% (97,308) are owner occupied and 33.6% are renter occupied.

As described in the Land Use Element of this Plan, the City of Mesa is expected to grow by approximately 237,325 persons for a total population of 633,700. This growth is expected within the 172 square mile municipal planning area in the next 25 years. In order to house this population, approximately 234,100 total housing units will be necessary, or an increase of about 33% (58,349) from the current housing stock.

To add further dimension to an understanding of the current conditions, it is helpful to look at the distribution of housing units in Mesa. From the list below, it is clear that of the overall housing and manufactured Home / RV sites combined,

the dominant type of housing provided in Mesa is Single-Residence. This listing refers to available multi-family and manufactured home/RV sites available, but does not address the numbers that are vacant.

According to a study prepared by Economics Research Associates for the Economic Development Element of this Plan, the current housing units distribution as of November 30, 2000 was estimated as follows in Table 7-1.

Table 7-1: Current Housing Units Distribution

TYPE	NUMBER	PERCENT
Single-Residence Detached	90,753	48%
Single –Residence Attached	9,259	5%
Multi-Residence Units	49,401	26%
Manufactured Home / RV Sites	39,369	21%
Total	188,782	

The presence of a diverse housing stock is critical in order to serve the needs of Mesa's population. Therefore, preserving and enhancing a variety of housing opportunities for Mesa's citizens is an essential component to this planning effort.

Substandard and neglected housing reduces property values of entire blocks and neighborhoods. Cost-burdened households, spending a high percentage of modest or low incomes on housing, lack the resources to buy retail goods offered for sale in the City, affecting all-important sales tax revenues. In addition, population loss caused by households moving outside of Mesa affects the collection of retail sales revenues because persons tend to shop in the City where they live. A viable housing market is also important for economic development reasons because prospective employers often choose to locate their enterprises where the workforce is growing.

7.1.1 Housing Principles

Upon consideration of all relevant social and land use attributes exhibited by the City of Mesa it has been determined that three fundamental housing principles must be addressed in order for the City of Mesa to achieve a healthy, vital residential environment that compliments the other commercial, industrial, and recreational areas of the City:

- Quality – Ensure that housing is safe, decent, and sanitary; encourage residential design that is community-friendly and compatible with the neighborhood character.
- Fairness – Promote the preservation and development of a wide range of housing choices that provide housing options for persons of all income levels throughout the City of Mesa.

- Location – Encourage the development of an appropriate mix of residential land uses throughout the City; protect and preserve existing, stable neighborhoods and new residential developments from incompatible adjacent land uses.

7.1.2 Existing Conditions

There are several major housing and neighborhood issues that Mesa must address as it continues to mature and grow. These issues are critical to the community's quality of life as well as its economic development efforts. Following is a discussion of these issues:

Executive and Professional Housing

Mesa has made great headway in attracting high-end housing through master planned communities and other new subdivisions that better meet the need of executives and professionals who have located in the East Valley. It is important for Mesa to continue to provide the types of housing that appeals to these individuals as part of an overall effort for economic improvement to facilitate and attract basic high tech and corporate employers. Such employers often locate in communities that provide appropriate housing opportunities for their executive and professional staff. Executive and professional housing could have significant implications for the economic well being of Mesa.

Manufactured Homes

Mesa's mobile home, manufactured housing, and recreational vehicle parks account for a large percentage of the City's housing stock. According to a recent study by the City of Mesa Neighborhood Services Department, Mesa has 63 manufactured home parks and approximately 13,785 manufactured homes. Of these parks, 45 are restricted to persons of 55 years of age or older. The average age of a manufactured home in Mesa is 24 years. The availability of these affordable properties is an asset to lower income households. However, older mobile homes may deteriorate physically faster than conventionally built housing and (at least in some areas within Mesa's planning area) sometimes lack the infrastructure of public streets, street lighting, and sidewalks that exist in conventional neighborhoods. These factors suggest that the City should carefully examine manufactured housing proposals.

Multiple Residence Housing

The City recognizes the need to provide adequate housing choices for all segments of its population. Multiple residence housing plays a critical role in accommodating persons of all economic classes, but is often a preferred housing option for those of moderate means. Multiple-residence housing plays an important role in the City's economic growth because it serves employees of hundreds of Mesa businesses who live and shop in Mesa. Such housing also plays

an important role in attracting new industry and retaining existing businesses in Mesa. However, these properties can deteriorate quickly without proper management and maintenance. The City requires new multiple residence communities to meet standards of quality and environmental design which will maintain the City's valuable rental housing stock for the future needs of Mesa citizens.

Maintenance of Existing Neighborhoods

Maintaining existing housing and neighborhoods in the best possible condition is a primary issue in Mesa. In March 2000, Mesa voters approved the "Property Maintenance and Neighborhood Preservation Ordinance" that requires property owners to keep buildings and landscaping clean and repaired. The goal is to keep Mesa neighborhoods safe and attractive, and maintain property values. The new ordinance applies to outside areas that can be seen from the public right-of-way and includes yards, fences, walls, paint, roofing, sheds, windows and doors. The older neighborhoods in the original downtown have already been designated for housing rehabilitation, as well as for upgrading of streets, lighting, sidewalks, and parks. However, some areas of the City are aging and showing signs of deterioration, such as houses needing painting and new roofs, landscaping in disrepair, and multiple cars parked on the property.

If the spiraling effect of this deterioration is not aggressively treated, whole neighborhoods will begin to experience declining values, high turnover of residents, increasing incidence of rental vs. owner-occupied housing, and an overall deterioration in security and the quality of life. These neighborhoods are the backbone of Mesa and home to a large portion of the City's population. Preserving this affordable housing stock is an important objective. Revitalization based on neighborhood plans, along with infill of vacant lands within the urban areas of Mesa, may provide new opportunities for economically sustaining existing neighborhoods as well as providing increased housing options.

Generally speaking, a majority of the existing housing stock is in good condition, although certain areas and neighborhoods are beginning to age. People continue to look to Mesa as a family-oriented, secure place to live. However, as the City matures, it can expect to face problems in maintaining the residential quality of life, as measured by the ratio of standard vs. declining vs. substandard housing. The City will also be faced with a loss of housing units over time through demolition or removal of substandard dwellings. It is important for the City to meet the needs associated with this loss of housing by providing new opportunities for residential development.

Workforce Housing

Workforce Housing is oriented toward the middle-income workforce that is employed in all employment sectors, but does not command the income of the executive and professional staff. It is important to recognize the need for this

more moderate cost, but safe and adequate housing to meet the needs of the workforce.

Mesa has traditionally provided a significant amount of housing for moderate-income households. It is important to continue to provide these opportunities, in safe neighborhoods, with excellent services and infrastructure. This type of housing often caters to families with budgetary constraints, but that do not qualify as low income.

Affordable Housing

Inherent in the concept of preserving existing neighborhoods is the preservation of an adequate supply of affordable housing -- that is, housing which can be purchased or rented and maintained to a reasonable standard by persons of low or moderate income. For illustrative purposes, affordable housing facilitates persons who make 80% or less of the area median income, and pay no more than 30% of their gross income for housing. It is possible to provide decent, Code-compliant housing for all residents of Mesa if all affected parties are willing to devote creative action and some funding to that end. This could mean continued rehabilitation of older single residence properties, encouragement for developers to renovate existing multiple residence housing stock, and/or incentives for developers to build on infill residential properties rather than on the undeveloped periphery of Mesa.

Transitional and Supportive Housing

Housing is needed in Mesa for persons who are temporarily homeless and are striving to get off the streets and back to self-sufficiency. The community should make temporary shelter available for those who are willing to improve their livelihood, but need respite from the streets while they gain/regain the ability to live as independently as possible. The need for geographic balance should be recognized in the location of group homes, halfway houses, and similar facilities. The City should consider the development of policies to address the issues of geographic balance and the potential neighborhood impacts of these facilities.

Master Planned Housing and Mixed Use Developments

Unlike adjoining communities, Mesa has not enjoyed the number and benefits of master planned developments. Master planned communities usually include large tracts of land that have special amenities that often appeal to higher income communities with extra privately operated amenities including parks, play areas, golf courses, and are often gated. Having master planned subdivisions is a major element in economic development, as they can be a primary means of providing the range of housing that suits the needs of the executive and higher income employees of existing and newly locating employers. Master planned communities tend to have higher value, on average, because of the amenities offered. The restrictions placed on property use and

maintenance keep the subdivisions in excellent physical condition. As Mesa continues to rapidly grow, opportunities to develop large, master planned areas are being lost.

7.2 Goals, Objectives, and Policies

Housing Goals, Objectives, and Policies are designed to provide the City with guidance in the evaluation of residential development processes. As Mesa continues to grow, the needs of its citizens will also grow. Therefore, creating policies that can accommodate both current and future housing needs allows the document to "live" and adapt to rapid and diverse change.

Goal H-1

Ensure that housing is safe, decent, and sanitary; encourage residential design that is community-friendly and compatible with the neighborhood character.

Objective H-1.1 Identify and recognize the changing needs of the City's maturing neighborhoods and take steps to stabilize and upgrade these areas.

Policy H-1.1a Create and ratify a Housing Master Plan, based on appropriate and correct data, in accordance with the Mesa General Plan Land Use Element to guide residential policy through the Year 2025.

Policy H-1.1b Identify and prioritize neighborhoods where reinvestment will result in net improvement.

Policy H-1.1c Encourage the creation of smaller area Neighborhood Plans throughout the City to implement the goals and policies of the Housing Master Plan.

Policy H-1.1d Endeavor to strengthen the residential character of the Mesa Grande, Central Broadway Corridor, Lehi, Citrus, and Desert Uplands sub-areas in the General Plan Land Use Element.

Policy H-1.1e Incorporate adequate provisions for functional parks and open space for all residential areas, both existing and new.

Policy H-1.1f Explore other alternative techniques for the stabilization of existing neighborhoods, including financial incentives and loan programs.

Policy H-1.1g Strongly encourage homeowners associations (HOA's), neighborhood associations, and/or crime prevention programs (as appropriate) for all residential developments.

Objective H-1.2 Increase opportunities for the housing stock to be maintained in a safe and sanitary living condition.

Policy H-1.2a Continue to maintain and enforce up-to-date housing and building codes.

- Policy H-1.2b Establish rehabilitation standards that facilitate an owner's ability to improve housing stock, specifically for historic housing, modular housing and mobile homes.
- Policy H-1.2c Periodically consider updating existing land use and housing codes and regulations to facilitate alternative housing types and land use arrangements.
- Policy H-1.2d Expand the City of Mesa Housing Code to include all occupied mobile homes and manufactured housing and develop standards to assure the maintenance of health, safety and welfare.

Objective H-1.3 Encourage development and revitalization projects in all areas of Mesa that provide a variety of housing types to meet the needs of the growing population.

- Policy H-1.3a Designate sites for master planned housing and mixed use communities and encourage developers to utilize the existing PAD, BIZ, and DMP overlay zoning districts where applicable.
- Policy H-1.3b Provide opportunities to allow the development of higher density housing at appropriate locations, dependent upon project quality and aesthetics, to ensure that a broad range of housing is available to accommodate an expanded employment base.

Objective H-1.4 Encourage redevelopment and/or renovation of substandard residential neighborhoods.

- Policy H-1.4a Consider devising and offering incentives to developers of housing for the low income workforce; such incentives will encourage the provision of this type of housing stock throughout the City.
- Policy H-1.4b Develop partnerships with lenders and foundations, which will make available affordable financing for improvement of structures in neighborhoods that may not meet established City standards.
- Policy H-1.4c Continue and expand the ongoing housing rehabilitation program which is designed to repair and upgrade older homes of disadvantaged individuals, and in so doing help to upgrade Mesa's older neighborhoods.

Goal H-2

Promote the preservation and development of high-quality, balanced, and diverse housing options for persons of all income levels throughout the City of Mesa.

Objective H-2.1 Encourage the creation of residential developments which provide housing opportunities for individuals and families of all socioeconomic levels

- Policy H-2.1a Promote measures that contribute to the reduction of initial and operating housing costs, where feasible.
- Policy H-2.1b Promote and encourage the use of innovative and contemporary building construction practices that increase overall housing efficiency while reducing overall construction and/or housing costs.
- Policy H-2.1c Monitor and implement as necessary alternative development/design standards that accomplish the intended purpose of providing affordable housing.
- Policy H-2.1d Prepare a plan, to include property owner involvement and citizen participation, prior to or concurrent with the designation of a redevelopment area.

Objective H-2.2 Establish a community-wide goal of adequate affordable housing, as defined by the Housing Master Plan. Affordability criteria for lower income groups should follow the most current Department of Housing and Urban Development definitions and guidelines.

- Policy H-2.2a Investigate the use of density bonuses or similar incentives as a means to facilitate the implementation of this provision.
- Policy H-2.2b Encourage a collaborative work effort with all applicable agencies such as housing organizations, lending institutions, and local governments to investigate opportunities through which provisions for affordable housing and the accomplishment of the affordable housing goal can be achieved.
- Policy H-2.2c Identify the number of housing units in the City of Mesa removed due to development or other means, and encourage new housing opportunities to meet the needs of those families that may be displaced.

Objective H-2.3 Provide a variety of housing opportunities that will satisfy the needs of existing and future households at diverse socioeconomic levels.

- Policy H-2.3a Follow the residential development ratio as identified in the Housing Master Plan when applicable developments are planned and established to facilitate the provision of an adequate housing supply.
- Policy H-2.3b Encourage the use of alternative housing types as a means of making available additional housing opportunities for those who may not otherwise obtain suitable housing through conventional means.
- Policy H-2.3c Encourage developers to take additional efforts such as disseminating the subject land use information in marketing brochures and other similar sources of information to ensure area residents are aware of proposed phasing/build-out.
- Policy H-2.3d Work with applicable agencies and organizations to collaboratively monitor housing trends and market demands to ensure that the housing

stock remains at levels suitable to support population increases and overall housing demand.

Policy H-2.3e Coordinate with citizens and among appropriate City departments to facilitate problem-solving, assist in resource identification, and promote positive, creative interaction leading to improvement of Mesa neighborhoods by the citizens who live there.

Policy H-2.3f Facilitate incentives to lenders that will encourage more opportunities to provide affordable housing.

Goal H-3

Encourage the development of an appropriate mix of residential land uses throughout the City. Protect and preserve existing, stable neighborhoods and new residential developments from incompatible adjacent land uses.

Objective H-3.1 Preserve and protect the City's neighborhoods by minimizing internal and external impacts that may detract from a neighborhood's ability to offer a safe and aesthetically pleasing environment.

Policy H-3.1a Ensure that residential areas are adequately buffered from incompatible uses through the use of zoning and development regulations

Policy H-3.1b Strive to preserve the physical and social stability of existing neighborhoods as freeway corridors are constructed through the use of various buffering techniques such as noise walls, landscape setbacks, earth berming, and trailway systems development.

Policy H-3.1c Encourage infill development based on compatibility with existing neighborhoods.

Policy H-3.1d Prohibit residential development within the 65 DNL (Day-Night Average Sound Level) noise contour for Williams Gateway Airport and Falcon Field Airports.

Objective H-3.2 Encourage the development of neighborhoods that provide safe vehicular and non-vehicular access and mobility, as well as convenient access to community facilities and neighborhood services.

Policy H-3.2a Provide for neighborhood connections to commercial areas, as well as to each other, using roads, non-motorized bikeways, and pedestrian paths.

Policy H-3.2b Ensure that residential development is located where adequate infrastructure currently exists or is planned to be available in the near future.

Policy H-3.2c Preserve significant cultural, historical, or natural features and provide enhanced open space areas in residential development or redevelopment projects.

Policy H-3.2d Provide opportunities to ensure that residential neighborhoods may be served by and are in close proximity to services and facilities.

8.0 Public Facilities, Buildings, and

The Public Facilities, Buildings and Services Element of the City of Mesa General Plan establishes policies, standards, and implementation measures to ensure that the City's future development is coordinated with public facilities and services at appropriate levels of service in a timely and efficient manner.



8.1 Background

The City of Mesa provides a variety of public services including police, fire, library, parks and arts and cultural services. The City also operates a number of utilities including water, natural gas, storm water, sewer, electricity, and solid waste disposal. Descriptions of the services are provided in the following sections.

8.1.1 Public/Municipal Buildings and Facilities

The City administration facilities are located at Center and Main in downtown Mesa. There are nearly 3,500 employees that manage and serve the municipal needs for the entire incorporated area.

8.1.2 Law Enforcement

The Mesa Police Department, with its headquarters at 130 North Robson Street, is comprised of more than 1,000 employees. Five satellite offices are located through out the City. The Department is organizationally structured into three primary bureaus: Patrol Operations, Special Operations, and Administrative Services. Joint cooperative agreements with law enforcement agencies from neighboring jurisdictions complement the existing level of law enforcement.

The Maricopa County Sheriffs Office provides for the safety and security of residents and businesses located within the unincorporated portion of the Mesa Planning Area. The Arizona Department of Public Safety (DPS) patrols the freeway and state highway system that extends through the Municipal Planning Area.

8.1.3 Fire Protection

The Mesa Fire Department, with its headquarters at 40 N. Center #115, is comprised of 420 employees. Sixteen fire stations are strategically located throughout the City, to provide neighborhoods and businesses with education,

prevention, and emergency services. The fire department is operational structured into five Divisions; Administration (includes City Emergency Management, Departmental Communications & Management Services) Emergency Services, Community Services, Human & Medical Services, and Support Services. The fire department is an accredited fire agency from the Commission on Fire Accreditation International. Seven additional fire stations are planned for construction in the next ten years.

Rural Metro Corporation provides fire protection service in the unincorporated portion of the Mesa Planning Area.

All East Valley fire departments operate under regional automatic aid or cooperative agreements, that provides emergency response to fires or medical emergencies regardless of the jurisdictional location of the originating call for assistance.

8.1.4 Health Care Facilities

While the City is not directly responsible for the provision of health care, the proximity of hospital and emergency care facilities enhances the quality of life for the residents of the City of Mesa. Comprehensive health care services are provided in Mesa by four hospitals as listed below:

Table 8.1: Hospitals Located within the City of Mesa

HOSPITAL	LOCATION	TYPE SERVICE	# BEDS
Desert Samaritan Medical Center	1400 S. Dobson Road	General Care, Pediatric Specialty	558
Mesa General Hospital	515 N. Mesa Drive	General Care	143
Mesa Lutheran Hospital	525 W. Brown Road	General Care	272
Valley Lutheran Hospital	6644 E. Baywood Avenue	General Care	232
TOTAL			1,205

8.1.5 Educational Facilities

Although not directly responsible for public education, the City of Mesa supports a wide range of educational opportunities. Many primary, secondary, post secondary programs, and other higher education institutions serve residents within the Mesa Planning Area.

Primary/Elementary and Secondary Education

The Mesa Planning Area is primarily served by the Mesa Unified School District. In addition, four other districts also serve portions of the City: Gilbert, Tempe, Higley,

and Queen Creek. With the exception of a small area to the west that is served by the Tempe School District, the Mesa Unified School District generally serves the area north of Baseline Road. The enrollment for Mesa Public Schools for the 200-2001 academic year was approximately 73,355 students from an estimated 189,035 households within the 200-square-mile school district.

The Mesa Unified School District is committed to excellence in learning for its 73 neighborhood schools, which include 51 elementary schools, 12 junior high schools, and six comprehensive high schools. The district offers a variety of alternative programs in various parts of the community.

The ethnic majority in the school district is Anglo, which constitutes 67.0 percent of the school population. Students with Spanish surnames constitute the major ethnic minority group with 23.3 percent. The second largest minority group is Native American or Alaskan Native with 3.8 percent. Black students comprise approximately 3.5 percent of the school population and Pacific Islander/Asian students approximately 2.0 percent.

Post Secondary Education

Mesa Community College

Mesa Community College (MCC) offers university-parallel coursework covering more than 60 academic degree programs. MCC has an enrollment of approximately 21,700 (Spring 2000). The planned Red Mountain Campus located at the corner of Power and McKellips Roads will address the growing educational needs in the northeastern portion of Mesa.

Arizona State University

Arizona State University (ASU) is an internationally recognized university with a number of campus and research facilities in the Phoenix metropolitan area. The East campus of ASU is located in the City of Mesa at Williams Gateway Airport and has a growing enrollment of 2,000 graduate and undergraduate students in computer engineering technology, business administration, and aviation related studies. Aviation related education and research activities administered by the Embry-Riddle Aeronautical University and the University of North Dakota Flight Training Center are also located at the airport. The ASU main campus is located six miles west of downtown Mesa in Tempe.

East Valley Institute of Technology

The East Valley Institute of Technology (EVIT) is located on Main Street just west of downtown Mesa. EVIT offers classes in a variety of vocational programs to serve special needs for students in the East Valley and accepts full-time or part-time students from ten area school districts.

8.1.6 Libraries

Existing Library Facilities

The City of Mesa provides a full array of library services to its residents. The Public Library System currently maintains the following three facilities:

Main Library

Located at 64 East 1st Street in the Mesa Town Center, this facility was constructed in 1981. It was remodeled in 1997 and enlarged to provide 102,000 square feet of space.

Dobson Ranch Branch Library

This library is located at 2425 South Dobson Road in the southwestern section of Mesa. It was built in 1987 as the system's first branch library and is a one-floor facility containing 15,000 square feet.

East Mesa Regional Library

This facility is located at 635 North Power Road in east-central Mesa. Opened in 1995, it replaced a storefront facility that opened in 1985. It will be expanded in 2002 from its current 17,000 square feet to 51,000 square feet.

Planned Library Facilities

A Master Library Facilities Plan will describe the needs of Mesa residents from 2001 to 2025. The March 5, 2002 draft of this plan contains specific recommendations to meet these needs. These recommendations include the expansion of the main library to 225,000 square feet by 2020 and the addition of 13,000 square feet to the Dobson Ranch Branch library. In addition, the Draft Library Facilities Plan recommends the construction of the new libraries listed below.

East Area Library

This library would serve the area east of the Red Mountain Freeway and is predicated upon the incorporation of the areas west of Apache Junction into the City of Mesa. It would be built in the vicinity of Crimson Road and Main Street/Apache Trail or University Drive.

North Central Area Library

The primary service area for this library would be the neighborhoods west of Falcon Field, west of Gilbert Road, and north of Adobe Road or Brown Road. It would be located in the vicinity of McKellips Road and Lindsay Road.

Northeast Area Library

This facility would serve the neighborhoods east of Falcon Field and south to about Brown Road. Its recommended location would be in the vicinity of McDowell Road between Recker Road and Ridgecrest Road.

Southeast Area Library

This facility would serve as the primary library for residents living south of Southern Avenue or US 60 and east of Power Road. It would be located in the vicinity of Ellsworth Road between Baseline Road and Guadalupe Road.

South Central Area Library

Prior to design, an evaluation would be made of the of the surrounding land use plans and the impact of the Maricopa County Southeast Regional Library in Gilbert. An area library in south central Mesa would primarily serve residents east of Stapley Drive up to Broadway Road and west of Recker Road. Its recommended location would be in the vicinity of Val Vista Drive and Southern Avenue.

8.1.7 Arts and Cultural Centers

The City is home to numerous arts and cultural facilities to enhance the quality of life and promote education regarding the City's historical and artistic legacy. These facilities, located in close proximity to the Mesa Town Center, include the following.

Mesa Southwest Museum

As Arizona's premier natural history museum, the Mesa Southwest Museum, explores the Southwest's history from the time before the dinosaurs to the present day. Patrons can see dinosaur fossils, visit a Spanish mission, look for the lost Dutchman's treasure, experience the diversity of Arizona's earliest inhabitants, and see beautiful examples of Native American pottery.



The museum's temporary exhibition spaces offer changing exceptional exhibits on art, culture, history and science from around the world. The Museum is also an active research facility. The Mesa Southwest Museum is located at 53 N. Macdonald Street, in downtown Mesa.

Sirrine House

The Sirrine House, located at 160 N. Center Street, Mesa, was built in 1896 by Joel E. Sirrine for his new bride, Caroline Simkins. Listed on the National Register of Historic Places, the Sirrine House is furnished with authentic period antiques and collectibles that show what life was like in the early years of the twentieth century. This distinctive Queen Anne-style home was deeded to the City of Mesa in 1980. After extensive restoration efforts by the Mesa Historical Society, the Mesa Southwest Museum and various other volunteer groups, the Sirrine House was opened to the public in February, 1986.

Arizona Museum for Youth

The museum is currently planning for a major renovation and expansion, which will provide additional administrative offices, improved exhibits and storage capability, and a larger woodworking shop. Scheduled to reopen in late 2003, the facility will also include an early childhood gallery, "Artville," a creative-play area that will introduce children to basic art elements.

Mesa Arts Center

The Mesa Arts Center (MAC) provides many programs, including the award-winning Mesa Youtheatre. The MAC facility also includes 14 visual/performing arts classrooms, outdoor pedestrian circulation spaces, and informal performance areas featuring free community concerts.

Mesa Contemporary Arts

This facility is the contemporary art gallery for the City of Mesa. It serves primarily as a venue for national juried exhibitions of contemporary art by emerging and mid-career visual artists. Seven exhibitions featuring diverse artwork from around the country are offered annually.

Mesa Arts and Entertainment Center (MAEC)

Planned to be located in Mesa's historic town center, the MAEC will consist of a 180,000 square foot facility containing the 1,600 seat Lyric Theater, 550-seat Repertory Theater, 200-seat Playhouse and Signature Theater. The relocated Mesa Arts Center will be housed in the Studios building and the Mesa Contemporary Arts facility, consisting of five galleries. Entertainment and programming will feature 500 performances annually of national and international touring companies, as well as local performers reflecting Mesa's unique cultural environment. The galleries will feature 20 annual national exhibits. Over 700 classes will be conducted annually in the visual and performing arts studios.

Mesa Centennial Center

Mesa Centennial Center is a full-service meeting and event facility located in downtown Mesa. The center offers 15,000 square feet of exhibit space, 25,000 square feet of meeting space in 17 rooms of various sizes, a 4,200-seat outdoor amphitheatre, and a state-of-the-art conference theatre.

8.1.8 Public Utilities

Municipal utility services include electric, gas, water, wastewater, and solid waste services. Mesa has introduced various programs to promote recycling and provides curbside collection for recyclable materials.

Potable Water Service and Facilities

The City of Mesa is the certified provider of water service for the majority of the Mesa Planning Area. It serves more than 435,000 people within the water service area. In addition, the Arizona Water Company provides service to an approximate four square mile area in the eastern region of the planning area.

The City Zone serves the western region of the City, receiving an average of 50 million gallons of water daily from the Salt and Verde Rivers, which is treated at the Val Vista Water Treatment Plant.

The majority of the City's customers are located within East Zone. The East Zone provides water to the eastern region of the City and receives an average of 30 million gallons of water daily from the Colorado River via the Central Arizona Project (CAP) Canal to the City's CAP Water Treatment Plant. An approximate network of 1,500 miles of potable water transmission lines and distribution lines provide service to all developed areas of the City. Additional water is provided through the City's network of 35 wells that provide groundwater from depths ranging from 800 to 1,000 feet.

In terms of supply, the Eastern Canal is the boundary for on and off-project water delivery by the Salt River Project (SRP). This boundary is important because it denotes areas to the east that will be provided water supplied by the City. In the past, new development in the majority of this area was served by underground wells.

Due to the fact that two-thirds of the City was served by SRP, the City in the mid-1980s purchased the water rights to an approximate 37,000 acre area in Pinal County for its water rights. It also began the process of investing in needed infrastructure improvements to tap its supply of CAP water for potable use. In 1993, the City evaluated its existing and future water resources in the form of a strategic plan to ensure the adequate timing and delivery of water for its residents and businesses.

Wastewater/Sewage Collection and Treatment

The City of Mesa is the certified provider of sewage collection and treatment for the incorporated area of the City. It has invested in the implementation of trunk, collection, main, and lateral lines to serve the residents and businesses.

The City has two sewage treatment plants:

- The Northwest Water Reclamation Plant located north of 8th Street and west of Dobson Road.
- The Southeast Water Reclamation Plant located north of Baseline Road and east of the RWCD canal.

Stormwater Drainage

The historic flow of stormwater through the City was from the northeast to the southwest. The canals within the City have acted as dams to retain and transport stormwater on their north sides. The construction of the Superstition Freeway required attention to the design and implementation of a stormwater collection, conveyance, and retention system on its north side. The Central Arizona Project (CAP) canal acts as a dam for stormwater in the northeast region of the City, but also has check dams to allow overflow at predetermined locations. The Bureau of Reclamation (BOR) maintains and operates the CAP canal and flood impacted area to the north of the structure.

The City of Mesa operates and maintains the local stormwater collection, conveyance, and retention/detention facilities in the City. The Flood Control District of Maricopa County operates and maintains the East Maricopa Floodway, which is located on the east side of the Roosevelt Water Conservation District (RWCD) canal. The floodway collects stormwater south of Brown Road and transports it ultimately to the Gila River.

Electric Service and Facilities

The majority of the Mesa Planning Area is certified to be served by Salt River Project (SRP). The SRP facilities include generation plants, receiving stations, and substations. The electrical power for the Mesa Planning Area is generated at the Santan Generating Station, located south of Warner Road and east of Val Vista Road in the Town of Gilbert. The existing site is currently in the planning and permitting process to expand its facilities on the 120 acre site. The proposed 825 megawatt addition will provide service to approximately 200,000 households by 2005, if approved.

Approximately 15,680 residents within a 5.5 square-mile area are served by the City of Mesa Electric Utility located at 640 North Mesa Drive. The City's service area is generally bounded by Brown Road on the north, Southern Avenue to the south, Gilbert Road on the east, and Alma School Road on the west.

Mesa owns sixteen 800-kw generators at two locations and maintains the associated powerlines. Fifteen electric substations ensure the distribution of electricity through 88 miles of overhead power lines and 61 miles of underground power lines. The City is exploring possibilities to underground overhead powerlines in existing rights-of-way and easements. The Rogers Substation is jointly owned by Mesa, the Western Area Power Administration, and the Salt River Project. The recent deregulation of the electric industry may play a challenging role in the distribution and service offered to Mesa's commercial and residential consumers.

Natural Gas Service and Facilities

The natural gas supplier to the Mesa Planning Area is the El Paso Natural Gas Company (EPNG) which operates and maintains the trunk natural gas pipeline system.

The City and Southwest Gas Company have developed a network of low and high-pressure distribution lines to provide service to users. The existing network serves the developed areas of the City and unincorporated county.

Solid Waste Collection and Disposal/Recycling

The City of Mesa provides solid waste collection and disposal for the incorporated area of the City and is responsible for the collection, disposal, and recycling of the City's municipal solid waste. Mesa currently disposes or recycles over 310,000 tons annually (FY 1999-2000) of commercial and residential waste. This includes approximately 27,000 tons of recycling and nearly 11,000 tons of greenwaste that are collected as curbside recycling, composting and source reduction.

Numerous programs are offered to meet a variety of solid waste service options to meet garbage disposal, hazardous household waste, and recycling needs. These include disposal/recycling of appliance items, greenwaste (for composting), and household hazardous materials such as paints, pesticides, and automotive products. Excess garbage can also be disposed at the Salt River Landfill (Beeline Highway and Gilbert Road).

8.2 Goals, Objectives, and Policies

8.2.1 Key Issues

The summary of key issues regarding public facilities, buildings, and services are listed below:

- Correcting infrastructure and public service deficiencies versus building new systems.
- Creative phasing and financing techniques in the provision of utility facilities and public services.
- Maintaining adequate levels of public safety commensurate with the amount of growth.
- Conserve energy resources.
- The under grounding of power lines within City right of way.
- The recycling, reduction, and reuse of waste (solid waste, wastewater, and greenwaste).

8.2.2 Goals, Objectives, and Policies

Goal PFBS-1

Provide the residents, businesses, and visitors of Mesa with high quality service from public facilities.

Objective PFBS-1.1 Provide public/municipal buildings, facilities, and services that offer maximum usefulness and affordability to the residents and businesses of Mesa.

Policy PFBS-1.1a Provide an adequate number of facilities and administration space to effectively manage and operate the City at buildout.

Policy PFBS-1.1b Ensure the provision of adequate public meeting space at the civic center.

Policy PFBS-1.1c Ensure funding is available for public facilities improvements, enhancements, and maintenance.

Objective PFBS-1.2 Provide public facilities and services that will serve existing residents and businesses and encourage future residents and businesses to locate in Mesa.

Policy PFBS-1.2a Provide facilities such as parks, monuments, or landmarks, that promote a sense of place and a pride in the community.

- Policy PFBS-1.2b Encourage developers to provide community facilities and amenities in their projects that can be operated through ongoing user fees or assessments.
- Policy PFBS-1.2c Encourage the development and use of alternative and renewable energy resources.

Goal PFBS-2

Continue to protect and respond to the residents, businesses, and visitors of Mesa with the highest level of law enforcement protection.

- Objective PFBS-2.1** Ensure that law enforcement resources are provided to serve the City's projected population growth.
- Policy PFBS-2.1a Maintain law enforcement staff levels to meet response standards.
- Policy PFBS-2.1b Continue to coordinate with the Maricopa County Sheriffs Office to provide a high level of law enforcement to the City and surrounding areas.
- Policy PFBS-2.1c Locate and design facilities to enhance police presence in the community.
- Policy PFBS-2.1d Continue to collaborate with the Maricopa County Sheriffs Office to encourage, develop, implement, and support community building and proactive anti-crime programs, such as neighborhood watch programs, drug abuse resistance programs, and youth-gang-alternative programs.

Goal PFBS-3

Continue to protect and respond to the residents, businesses, and visitors of Mesa with the highest level of fire protection.

- Objective PFBS-3.1** Ensure that fire protection and emergency medical facilities and services are located to ensure acceptable response times.
- Policy PFBS-3.1a Locate facilities to maintain response time standards for fire and emergency medical services.
- Policy PFBS-3.1b Maintain Mesa Fire Department staff levels to meet response standards.
- Policy PFBS-3.1c Continue to provide a high level of fire protection and emergency medical services and to support community building and fire prevention programs.
- Policy PFBS-3.1d Coordinate with the City of Mesa and neighboring water districts to ensure the provision of an ample water supply, pressure, and other fire prevention devices to suppress fires in the City.
- Policy PFBS-3.1e Continue to collaborate with neighboring cities/agencies in evaluating the siting and location of additional fire stations to provide a regional fire protection plan.

Goal PFBS-4

Assure that the residents, businesses, and visitors of Mesa are provided with the highest quality and level of health care service.

- Objective PFBS-4.1** Encourage health care providers to staff and supply an adequate number of high quality health care facilities for Mesa.
- Policy PFBS-4.1a Continue to partner with hospitals and health care providers to maintain and expand affordable, high quality health care.
- Policy PFBS-4.1b Continue to collaborate with Emergency Medical Service Providers to ensure the provision of effective, proximate, and comprehensive emergency transport and paramedic services in the City.

Goal PFBS-5

Assure that the residents, businesses, and visitors of Mesa are provided multiple opportunities to attain an education.

- Objective PFBS-5.1** Identify the locations of all existing and proposed educational institutions and libraries required to meet the educational needs of Mesa.
- Policy PFBS-5.1a Coordinate with the school districts to locate schools that are safe and accessible to students.
- Policy PFBS-5.1b Continue to partner with the schools to provide an adequate number of schools and supporting facilities to serve the educational needs of the students of Mesa at buildout.
- Policy PFBS-5.1c Coordinate with the local community colleges and universities in establishing facilities and offering satellite courses in Mesa to allow for greater opportunities for residents to attain a higher education.
- Policy PFBS-5.1d Coordinate with the Mesa Public Library System, local community colleges libraries, and university libraries to ensure the provision of adequate library facilities and volumes to meet the literary and educational needs of Mesa residents at buildout.
- Policy PFBS-5.1e Explore the possibility of entering into development agreements with the school districts to co-locate recreational and educational facilities and to coordinate their use by Mesa residents during non-school hours.
- Policy PFBS-5.1f Encourage local manufacturers, educational institutions, and businesses to provide training, education, and vocational programs to prepare the local workforce for potential employment opportunities in the City.
- Policy PFBS-5.1g Encourage educational institutions to locate freestanding facilities in Mesa.

Goal PFBS-6

Ensure that a high quality network of public utilities is provided to all residential and non-residential structures in Mesa.

- Objective PFBS-6.1** Review the public utilities under its authority to ensure utility needs are being met in a cost effective manner.
- Policy PFBS-6.1a Provide an adequate number of facilities and administration space to effectively manage and service City utilities at buildout.
 - Policy PFBS-6.1b Maintain service levels for the provision of water, wastewater, storm drainage, electricity, natural gas, and telecommunications to all residential and non-residential structures.
 - Policy PFBS-6.1c Require new development to provide adequate potable water, wastewater, storm drainage, electricity, natural gas, and telecommunications services that will connect to the existing utility system.
 - Policy PFBS-6.1d Coordinate with local water districts in encouraging, developing, implementing, and supporting water conservation efforts.
 - Policy PFBS-6.1e Consider preparing a feasibility study to evaluate storm water drainage to provide protection against damage or inconvenience.
 - Policy PFBS-6.1f Coordinate with the El Paso Natural Gas Company to ensure the perpetual delivery and accessibility of natural gas to serve residential and non-residential consumers in Mesa.
 - Policy PFBS-6.1g Monitor and evaluate treatment plants to maintain existing services, provide for new development, and adapt to changing treatment requirements.
 - Policy PFBS-6.1h Coordinate with the Western Area Power Administration and the Salt River Project to ensure the perpetual delivery, accessibility, and affordability of electric service in Mesa.
 - Policy PFBS-6.1i Explore all possibilities to underground all overhead powerlines in existing rights-of-way and easements to enhance the visual quality of Mesa.
 - Policy PFBS-6.1j Install conduit for telecommunications cabling within existing rights-of-way and easements in conjunction with utility and infrastructure installation and improvements.
 - Policy PFBS-6.1k As part of the Capital Improvement Program, identify funding sources for needed utility and infrastructure improvements and enhancements within Mesa.

Goal PFBS-7

Manage the safe disposal of all solid waste and seek all efforts to encourage recycling.

- Objective PFBS-7.1** Provide effective customer service for the safe and efficient collection and disposal of solid waste.
- Policy PFBS-7.1a Continue to monitor the groundwater in the vicinity of the landfill to ensure acceptable levels of water quality.
- Policy PFBS-7.1b Continue to promote all efforts towards resource conservation and reduce dependence upon raw materials and promote and encourage recycling services and programs to Mesa residents.

Goal PFBS-8

Create and maintain excellent arts and cultural facilities and opportunities for quality arts and cultural programs for citizens of all ages.

- Objective PFBS-8.1** Ensure that redevelopment and revitalization areas contain appropriate public arts and entertainment facilities, museums, and other supportive uses.
- Policy PFBS-8.1a Ensure that all projects achieve the cultural and public facility level of service standards.
- Policy PFBS-8.1b Encourage the location of family-oriented arts, cultural, and entertainment uses in areas where appropriate.
- Policy PFBS-8.1c Establish the Town Center as the arts and cultural district through continued development of the Arizona Museum for Youth, Mesa Southwest Museum, Mesa Arts Center, and other related and supportive uses.
- Policy PFBS-8.1d Encourage the location of art galleries and artist live/work spaces in appropriate areas and identify incubator spaces for such activities.

Goal PFBS-9

Consistent with the Master Library Facilities Plan, create and maintain excellent library facilities and opportunities for citizens throughout Mesa.

- Objective PFBS-9.1** Ensure that developing and revitalization areas contain public library facilities, and other supportive uses.
- Policy PFBS-9.1a Ensure that all library facilities meet or exceed level of service standards established by the City of Mesa.
- Policy PFBS-9.1b Encourage the location of family-oriented uses associated with libraries as appropriate.

Policy PFBS-9.1c Encourage the location of library facilities and support of outreach activities to enhance language, reading and cultural activities throughout Mesa.

Goal PFBS-10

Support the school districts that are located within the boundaries of the City of Mesa in their efforts to provide excellent schools and educational opportunities for citizens throughout Mesa.

Objective PFBS-10.1 Ensure that the plans for developing and revitalization areas include the consideration of the need for public schools and other educational opportunities.

Policy PFBS-10.1a Ensure that school districts impacted by new development are notified of applications for new residential development presented to the City of Mesa for approval.

Policy PFBS-10.1b Continue partnership with schools in the development, operation, and maintenance of joint-use of facilities including those for recreational uses.

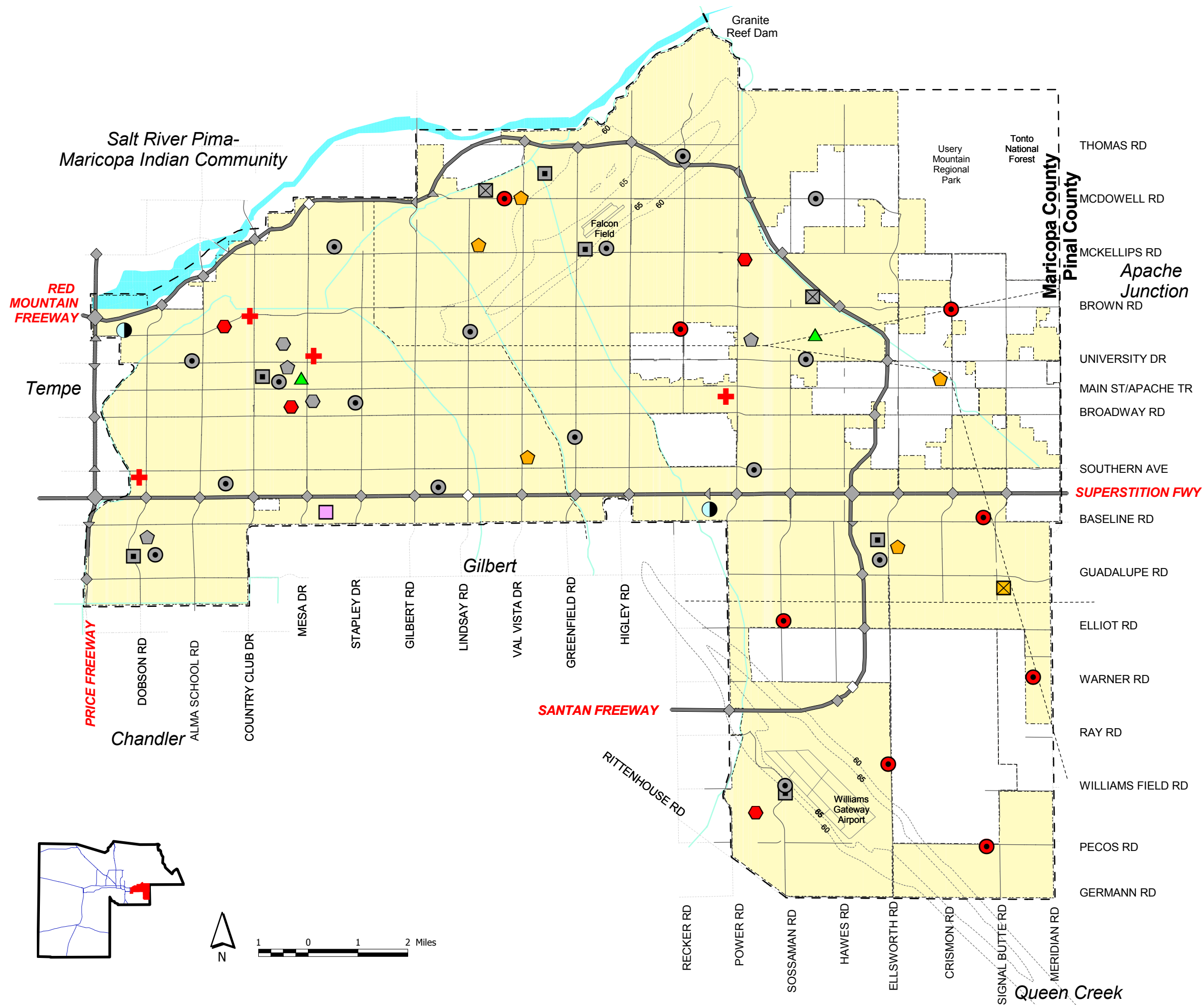
8.3 Plan Components

As growth occurs, it will be very important to balance municipal facilities with population patterns throughout the City. The projected growth of the City of Mesa will require significant expansion of the City's municipal services and facilities. In addition, existing services and facilities will have to be maintained. The location of existing and proposed facilities is shown in Figure 8-1.

GENERAL PLAN

Public Facilities

Figure 8-1



9.0 Parks, Recreation, and Open

The City of Mesa is committed to providing meaningful parks and open spaces through a variety of recreational venues, both passive and active, for all residents to enjoy. This element describes the goals, objectives, and policies that will meet these needs. Specific details are contained in the Parks and Recreation Master Plan.



9.1 Background

Currently, the City holds 2,917.9 acres of park related properties that account for 6.69 acres per 1,000 residents. The locations of the existing parks are illustrated on Figure 9-1. The existing acreages are well below the national and regional city standards for park acreage levels per 1,000 residents. In the 1996 City General Plan, the City set the park and open space acreage standards at 10 acres per 1,000; however, during the last ten years, the City was only able to acquire 2.2 acres of park and open space land per 1,000 residents. As the City continues to grow, open spaces for parks, trails and outdoor recreation facilities will continue to put more pressure on the existing resources unless the City aggressively moves forward in acquiring available properties for meeting parks and open space needs.

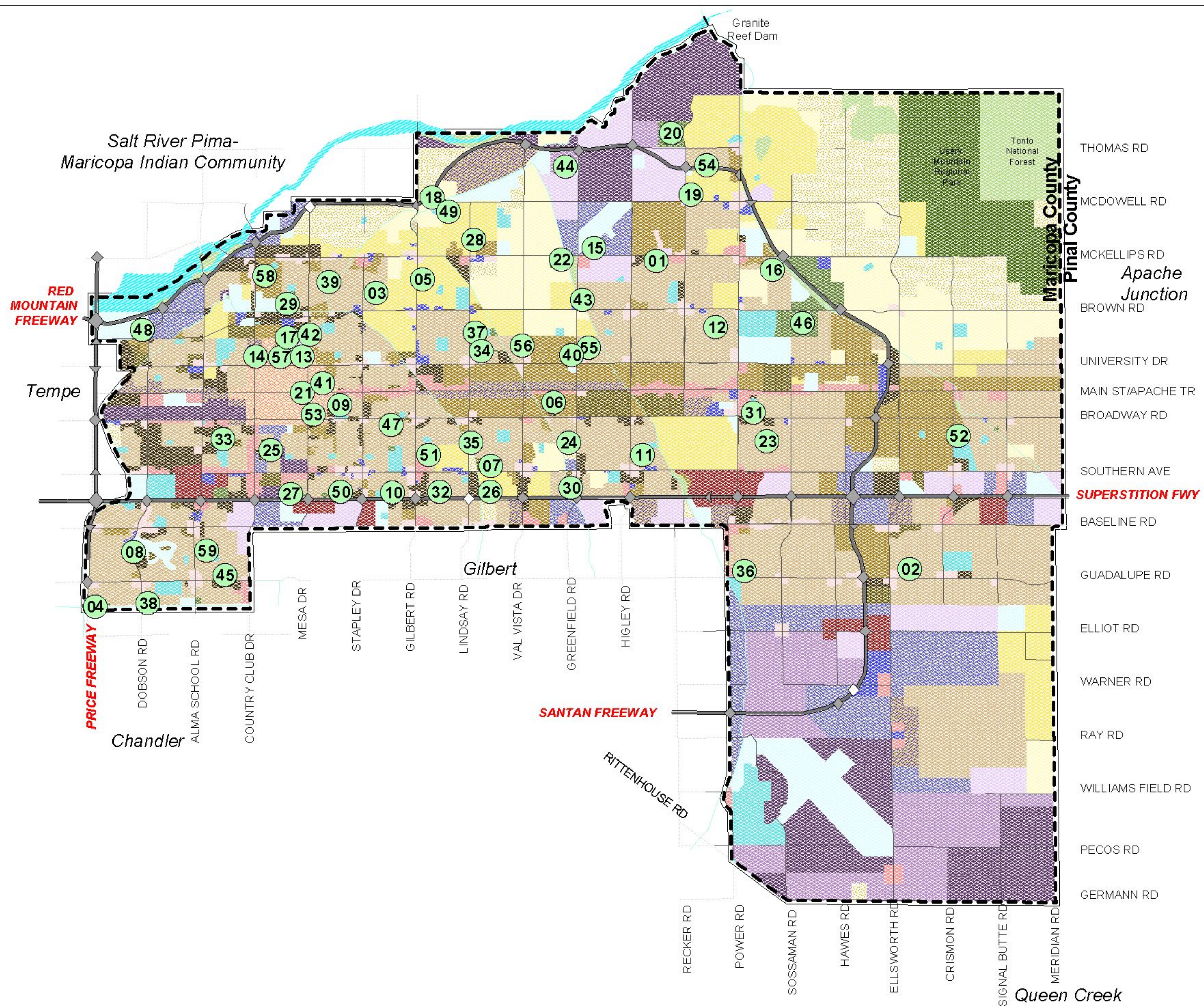
The City has existing land forms and drainage ways that can provide numerous recreation opportunities for a multi-use trail system that can link parks, schools, open spaces, neighborhoods and employment areas throughout the City.

The Parks, Recreation and Open Space Element of the General Plan provides a framework to identify, acquire and enhance a system of parks, open space areas and recreation facilities within the Mesa planning area. A park system needs to be designed in a way that provides an appropriate level of open space and park acres to frame neighborhoods and create destination places for all citizens to enjoy.

Community connectivity and linkages are necessary to serve existing and future residents of the City through trail corridors, canals, utility corridors and urban pathways. These linkages provide both passive and active recreation uses and areas, allowing the use of alternative transportation modes that enhance social interaction and passive leisure pursuits.

Park Locations

Figure 9-1



SITE #	NAME	TYPE	ACRES
01	Alta Mesa Park	Neighborhood	8.2
02	Augusta Ranch Park	Neighborhood	10
03	Candlelight Park	Neighborhood	5.2
05	Chaparral Park	Neighborhood	6.2
06	Chelsea Park	Neighborhood	5.8
09	Ellsworth Park	Neighborhood	10
11	Enid Park	Neighborhood	6.8
12	Ensenada Park	Neighborhood	7.9
13	Escobedo Park	Neighborhood	2.5
14	Evergreen Park	Neighborhood	4.3
23	Golden Hills Park	Neighborhood	10.6
25	Guerrero Rotary Park	Neighborhood	8.6
28	Hermosa Vista Park	Neighborhood	7.5
30	Holmes Park	Neighborhood	11.2
32	Kingsborough Park	Neighborhood	14
34	Los Alamos Park	Neighborhood	9.8
35	Meadowgreen Park	Neighborhood	6.6
40	Pequeno Park	Neighborhood	0.9
42	Porter Park	Neighborhood	2.7
43	Princess Park	Neighborhood	6.5
45	Rancho Del Mar Park	Neighborhood	11.2
49	Shepherders Park	Neighborhood	8
51	Silvagate Park	Neighborhood	10
53	Stapley Park	Neighborhood	2
54	Summit Park	Neighborhood	10.3
55	Valencia Park	Neighborhood	5.2
56	Vista Monterey Park	Neighborhood	3.3
57	Washington Park	Neighborhood	2
58	Whitman Park	Neighborhood	10
59	Woodglen Park	Neighborhood	7.8
04	Carriage Lane Park	Community	22.5
07	Countryside Park	Community	28.1
08	Dobson Ranch Park	Community	17.3
10	Emerald Park	Community	16.2
16	Falcon Hill Park	Community	21.2
17	Fitch Park	Community	35.8
24	Greenfield Park	Community	20.2
26	Harmony Park	Community	17.5
27	Heritage Park	Community	17.2
31	Jefferson Park	Community	16.5
33	Kleinman Park	Community	24.8
36	Monterey Park	Community	20.8
37	Mountain View Park	Community	17.8
38	Palo Verde Park	Community	18
41	Pioneer Park	Community	17.8
47	Reed Park	Community	19
50	Sherwood Park	Community	22
52	Skyline Park	Community	30
20	Future Park (Recker & Thomas)	Metro	132.1
22	Gene Autry Park	Metro	46.8
44	Quail Run	Metro	40
48	Riverview Park	Metro	51
46	Red Mountain Park	Regional	1,145
TOTAL			1,797

9.2 Goals, Objectives, and Policies

Goal PR-1

Create a balanced, accessible, and integrated system of open spaces and recreational opportunities to serve the current and future residents and visitors of the City of Mesa.

Objective PR-1.1

Provide a meaningful network of natural and developed open space areas.

- Policy PR-1.1a Identify lands for potential acquisition to preserve Open Space for recreational, aesthetic and preservation uses.
- Policy PR-1.1b Coordinate with the Arizona State Land Department for the designation, disposition and acquisition of state trust lands classified as open space under their management within the three designated Mesa planning areas.
- Policy PR-1.1c Strive to acquire open space acreage as defined in Table 9.1 and further described in the Parks and Recreation Master Plan.
- Policy PR-1.1d Encourage the use of innovative methods of property acquisition, including special purpose easements, purchase or transfer of development rights, and tax incentives for private landowners.
- Policy PR-1.1e Work with developers during the master planning stage and the plan review process to set aside key open space corridors or linkages through dedications, conservation easements, or open space designations. Include the Parks and Recreation Board in the review process for meeting the acquisition standards desired.
- Policy PR-1.1f Participate in the planning and zoning process, with staff from the Parks and Recreation Division representing the need for parks and recreation facilities in proposed developments.
- Policy PR-1.1g Investigate the possibility of cooperative agreements between the City and private landowners to provide for limited public access for recreational purposes to lands designated as open space within private developments.

Objective PR-1.2

Manage and preserve open space to optimize its use and protection.

- Policy PR-1.2a Develop and implement a Mountain Preserve program at Usery Park Recreational Area that addresses the use and management of dedicated, leased or publicly accessed mountainous and hillside areas.
- Policy PR-1.2b Continue to create a plan for securing use licensing and maintaining a dedicated trail system with SRP assistance.
- Policy PR-1.2c Develop a land stewardship program that will protect open space land and natural habitats in the City.

- Policy PR-1.2d Provide that open space, which is required as a component of Planned Area Developments, be protected by Covenants, Conditions, and Restrictions or by agreement with the City or other public entity. This includes providing access to existing trails.
- Policy PR-1.2e Encourage the preservation of significant natural areas such as the Salt River corridor to enhance their recreation attraction and aesthetic value.
- Policy PR-1.2f Limit development in the areas that may pose natural or man-made environmental hazards such as steep slopes and flood plains.
- Policy PR-1.2g Identify natural features in deserts and mountain areas, such as slopes, peaks, ridges, rock outcroppings, stands of vegetation and washes that could be protected as part of land trusts, as conservation easements, incorporated into developments as design features or other means of preservation.
- Policy PR-1.2h Encourage preservation in areas with significant environmental features, landforms and plant communities.
- Policy PR-1.2i Endeavor to create ordinances as needed to achieve parks and recreation goals and objectives.
- Objective PR-1.3** Maintain where possible the natural aesthetic qualities of the areas that are visually prominent or offer unique settings.
- Policy PR-1.3a Encourage open space areas to align and include prominent natural features to ensure unobstructed view corridors and vistas.
- Policy PR-1.3b Encourage Maricopa County to limit development on Usery Mountain and encourage the City of Mesa to limit the development of Spook Hill so the natural attributes remain undisturbed when viewed from adjacent lower elevations.
- Objective PR-1.4** Enhance recreational opportunities through the multi-purpose use open space resources.
- Policy PR-1.4a Encourage the development of innovative specialty parks to provide new recreation opportunities. An example of this includes linear pedestrian/bicycle/open space systems in the floodways and utility corridors throughout the City.
- Objective PR-1.5** Promote an interconnected open space network that responds to local and regional needs.
- Policy PR-1.5a Provide a citywide network of trails, bikeways and multi-use paths that meet the needs of City residents through implementation of the Mesa Parks and Recreation Master Plan.
- Objective PR-1.6** Coordinate open space plans, related improvements and implementation strategies with neighboring jurisdictions, stakeholders and user groups.

Policy PR-1.6a Coordinate the provision of river trail linkages with Maricopa County, the Flood Control District of Maricopa County, the Town of Gilbert, and the Cities of Chandler, Tempe and Scottsdale.

Policy PR-1.6b Work with Maricopa County and other appropriate agencies and stakeholders to identify and preserve or protect environmentally sensitive areas and open space sites within new annexation areas of the City.

Objective PR-1.7 Monitor, evaluate and benchmark open space plans and implementation programs to ensure effective performance.

Policy PR-1.7a Establish a regular monitoring and evaluation program to measure and assess the implementation of parks, recreation and open space policies, plans and programs and revise accordingly with the outcome of the evaluation.

Goal PR-2

Develop a park system and recreation program that are proximate, meet user needs and offers a diversity of both learning and physical activities.

Objective PR-2.1 Increase the supply of parkland within the City to provide proximate access for residents and visitors.

Policy PR-2.1a Strive to achieve the park level of service (LOS) standards outlined in the Parks and Recreation Master Plan.

Objective PR-2.2 Continually evaluate all equipment and facilities to ensure their maximum usefulness to the City.

Policy PR-2.2a Utilize the City Parks, Recreation and Open Space Impact Fee to help maintain adequate levels of service to accommodate new development, within each Park Development zone, as applicable.

Policy PR-2.2b Partner with the Maricopa County Parks Department to buffer adjacent land uses, protect/provide access, and protect the lands within the Usery Park Recreation Area.

Objective PR-2.3 Continually monitor the recreation program activity types, location and frequency to serve the needs of City residents.

Policy PR-2.3a Conduct a random, statistically significant recreation survey, as needed, to validate park and recreation needs of Mesa residents every two years.

Policy PR-2.3b Communicate and execute partnerships with the Mesa Unified Schools District, Gilbert Unified School District, and other school providers to utilize their facilities for City sponsored programs and events.

- Objective PR-2.4** Strive to establish pedestrian connections between open space and parks.
- Policy PR-2.4a Through the Parks and Recreation Master Plan, integrate drainage and utility easements into the circulation plan.
- Objective PR-2.5** Provide convenient, functional, well maintained and operated public recreation facilities which meet the comprehensive needs of all age groups and the unique requirements of neighborhoods, communities, metro parks, and regional parks.
- Policy PR-2.5a Strive to acquire open spaces as defined in the Parks Open Space and Facilities Guidelines and further described in the Parks and Recreation Master Plan.
- Policy PR-2.5b Maintain a high priority for the acquisition of new park sites to maintain the City's quality of life. Use a negotiated acquisition process based on fairness for both the landowner and the community.
- Objective PR-2.6** Require that useable open space and recreational facilities be an integral part of all residential planned area developments.
- Policy PR-2.6a Encourage park designs that promote integration with surrounding demographics and land uses, provide pedestrian connections to adjacent neighborhoods, and contribute to the neighborhood's character and identity.
- Policy PR-2.6b Cooperate with the local school districts to provide neighborhood parks in conjunction with elementary schools and community parks in conjunction with junior high and high schools.
- Policy PR-2.6c Use parks and recreational facilities, including golf courses, as an appropriate buffer between land uses in addition to recreation purposes and needs.
- Policy PR-2.6d Work cooperatively with private developers to plan and develop parks and recreational facilities.
- Policy PR-2.6e Develop a policy to deal with the issue of requiring new developments to participate financially and to provide their fair share in meeting the need for parks, open space, and recreational facilities.
- Policy PR-2.6f Develop an education program to support bonding proposals when needed for the provision of parks, open space, and recreational facilities.
- Objective PR-2.7** Establish a linked system of multi-use paths and bicycle facilities and trails traversing the City.
- Policy PR-2.7a Provide pedestrian, bicycle, equestrian and recreational activities to serve residential and non-residential areas that effectively utilize canals, public utility easements and freeway corridors.

Policy PR-2.7b Provide a safe and efficient system of bicycle routes, bicycle lanes, bicycle facilities, trails, and scenic roads that serve to link the system of parks to each other and to the community regional open space network.

Objective PR-2.8 Reinforce the City's desire to be the East Valley leader in providing recreational facilities and services.

Policy PR-2.8a Encourage continual growth of neighborhood and regional recreation centers and sports complexes throughout the City.

Policy PR-2.8b Cooperate with the local school districts to provide facilities for recreational programs that are distributed throughout the City.

Policy PR-2.8c Continue partnership with schools in the development, operation, and maintenance of joint-use recreation facilities.

9.3 Plan Components

The Parks and Recreation Master Plan identifies numerous issues related to equity of park access, land acquisition strategies and the need for various types of recreation facilities in Mesa. The Master Plan identifies specific action strategies as it relates to parks, trails, open space, and outdoor recreation facility needs to guide the City's future decision-making and implementation. The Parks and Recreation Master Plan provides substantial supporting analysis, issue identification and policy direction for the need for land acquisition and development of parks, recreation facilities and open space. Policies and strategies are woven into this element, allowing the Master Plan to respond to citizen's needs and desires.

The specific open space and park areas are graphically illustrated in the Parks and Recreation Master Plan with individual maps targeting areas underserved by parks. The provision of park and open space acreage in the City is low compared with regional and national standards of 9 to 11 acres per 1,000 residents. In addition, the future growth of the City east of Power Road will create additional demands on existing park facilities and the need for new facilities for organized recreation programs and park open space. Parkland needs should continue to be evaluated in conjunction with public school sites. While the provision of the recently updated and adopted impact fees will continue to help support the development and acquisition of parks, they do not cover both acquisition and development costs. If the City wants to increase the parkland standards outlined in the 2002 Parks Master Plan and add the additional needed recreation facilities, it must look at enhancing the parks impact fees or create a dedicated revenue source for parkland acquisition.

General park standards for each recommended park type assist in the provision of well-functioning and adequate overlapping of park service areas. Standards for neighborhood, neighborhood-school, community, and large urban parks/sports complexes are presented in Table 9.1. Each park classification is

provided with a summary description, general service area coverage and siting considerations, optimum size and credit for providing park acreage. In addition to these park standards, the City of Mesa will also follow the national guidelines for open space, as summarized in Table 9.2.

Table 9.1: City of Mesa Park Standards

CLASSIFICATION	DESCRIPTION	SERVICE RADIUS/ SITING CRITERIA	PARK SIZE	DETERMINES LOS*
Neighborhood Park	Serves as the recreational and social focus of the neighborhood	½ Mile Not constrained by physical barriers	3-15 acres (3 acres minimum)	Yes
Neighborhood Park/ School	Can fulfill the space requirements for other park classes	½ Mile (Elementary/Junior High School) 3 Miles (High School) Determined by location of school enrollment boundary	3-15 acres	Yes Does not count school only uses
Community Park	Focus is on meeting community needs	3 Miles Serves two or more neighborhoods	15-40 acres	Yes
Urban Paths and Trails	Open space linkages for parks within the community	Varies Based on resource availability and opportunity	Varies	No
Metro Parks	Serves as a special use park, typically for sports and/or signature facilities	2-3 Miles	40-200 acres	
Regional Park	Serves the entire community with a significant level of park space dedicated to active and passive users	Entire City	200+ acres	

Table 9.2: City of Mesa Open Space Guidelines

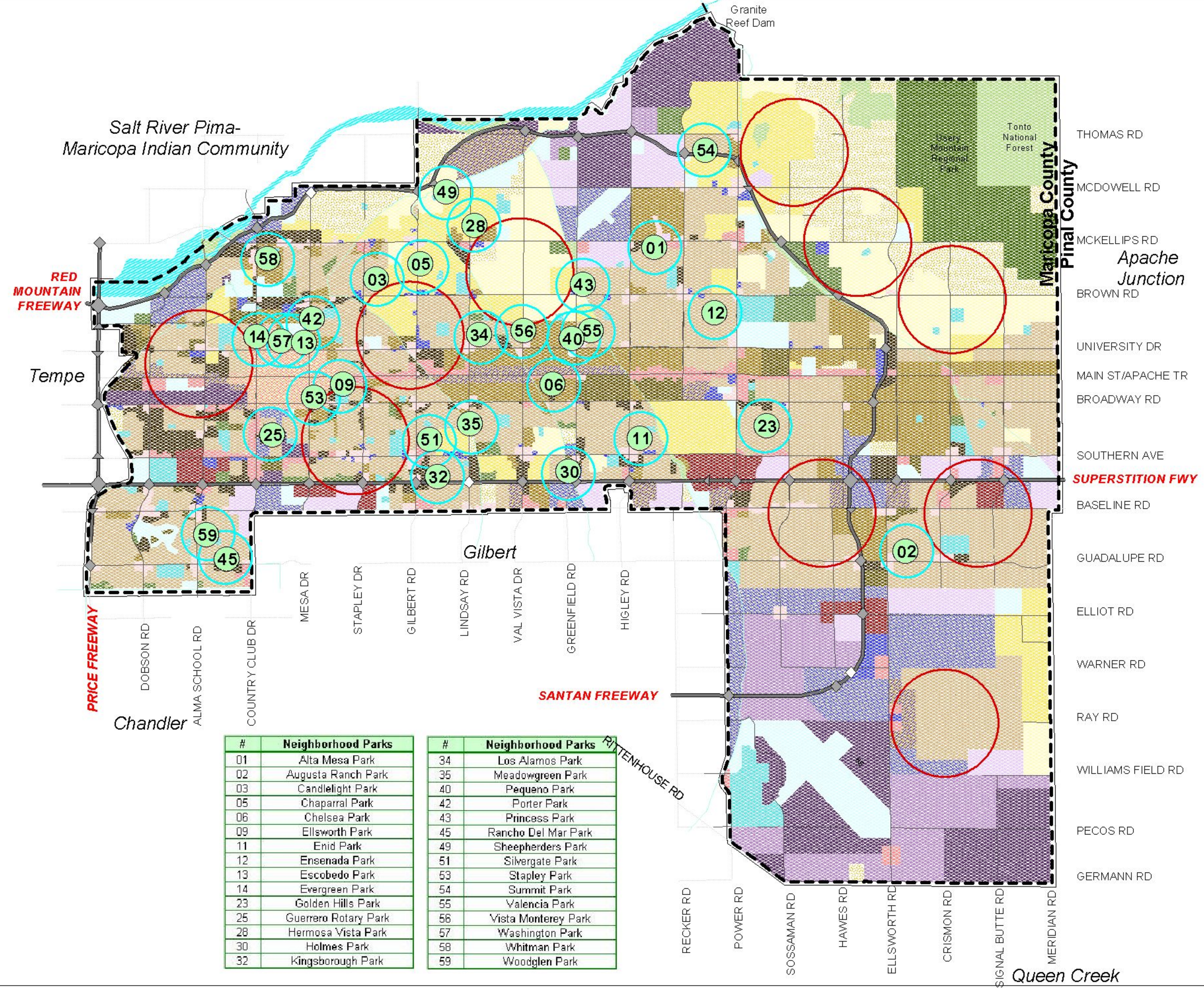
CLASSIFICATION	DESCRIPTION	SERVICE RADIUS/ SITING CRITERIA	PARK SIZE	DETERMINES LOS*
Natural Area Open Space	Preserves significant natural resources for open space and visual aesthetics/ buffering	Varies Based on resource availability and opportunity	Varies	No
Greenways/Retention Basins	Open space linkages for parks within the community	Varies Based on resource availability and opportunity	Varies	No
Private Open Space Park/Recreation Facility	Privately owned, yet contribute to the public system	Varies Dependent on requirements of specific use	Varies	Dependent on type of use

Source: Park, Recreation, Open Space and Greenway Guidelines; National Recreation and Park Association; 1996

The need for neighborhood parks, community parks, metro parks, and regional parks is described in detail in the Parks and Recreation Master Plan. These needs, together with existing park facilities, are illustrated for the four types of parks on Figures 9-2, 9-3, 9-4, and 9-5. In each case, the locations of existing parks and the general areas where additional parks are needed are shown.

Neighborhood Parks
Proposed Target Areas

Figure 9-2



#	Neighborhood Parks
01	Alta Mesa Park
02	Augusta Ranch Park
03	Candlelight Park
05	Chaparral Park
06	Chelsea Park
09	Ellsworth Park
11	Enid Park
12	Ensenada Park
13	Escobedo Park
14	Evergreen Park
23	Golden Hills Park
25	Guerrero Rotary Park
28	Hermosa Vista Park
30	Holmes Park
32	Kingsborough Park

#	Neighborhood Parks
34	Los Alamos Park
35	Meadowgreen Park
40	Pequeno Park
42	Porter Park
43	Princess Park
45	Rancho Del Mar Park
49	Sheepherders Park
51	Silvergate Park
53	Stapley Park
54	Summit Park
55	Valencia Park
56	Vista Monterey Park
57	Washington Park
58	Whitman Park
59	Woodglen Park

- Existing Park Site
- Equity Service Area
- New Park Target Area

- Residential
- Low Density Residential 0-1 (0 - 1 du/ac)
 - Low Density Residential 1-2 (1 - 2 du/ac)
 - Medium Density Residential 2-4 (2 - 4 du/ac)
 - Medium Density Residential 4-6 (4 - 6 du/ac)
 - Medium Density Residential 6-10 (6 - 10 du/ac)
 - High Density Residential 10-15 (10 - 15 du/ac)
 - High Density Residential 15+ (15+ du/ac)

- Commercial
- Neighborhood Commercial
 - Community Commercial
 - Regional Commercial

- Mixed Use
- Mixed Use/Residential (30% at 15+ du/ac)
 - Mixed Use/Employment
 - Town Center (25% at 15+ du/ac)

- Employment
- Office
 - Business Park
 - Light Industrial
 - General Industrial

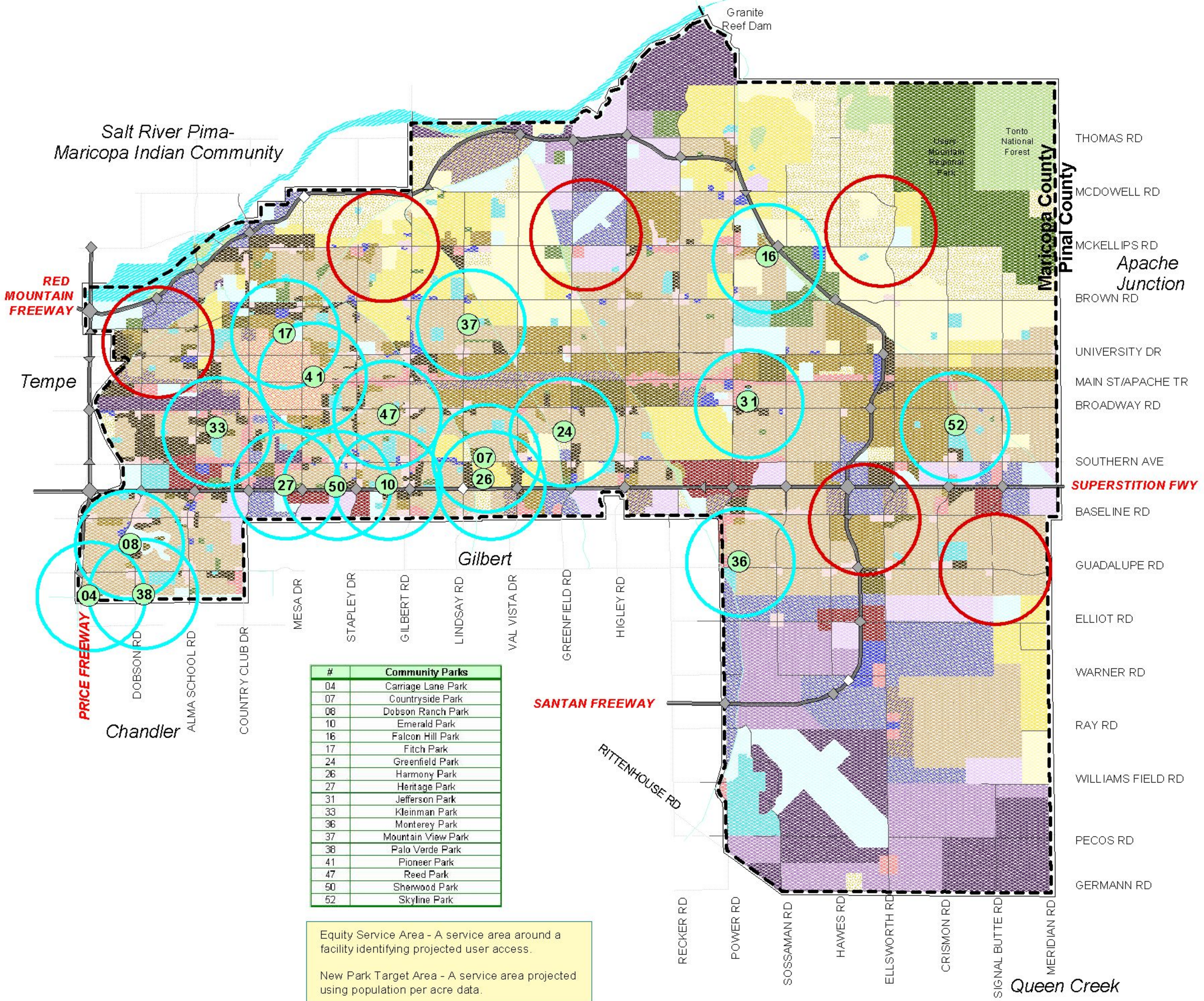
- Public/Institutional
- Public/Semi-Public
 - Education
 - Parks
 - Natural Area Open Space



GENERAL PLAN

Community Parks
Proposed Target Areas

Figure 9-3



- Existing Park Site
- Equity Service Area
- New Park Target Area

- Residential**
- Low Density Residential 0-1 (0 - 1 du/ac)
 - Low Density Residential 1-2 (1 - 2 du/ac)
 - Medium Density Residential 2-4 (2 - 4 du/ac)
 - Medium Density Residential 4-6 (4 - 6 du/ac)
 - Medium Density Residential 6-10 (6 - 10 du/ac)
 - High Density Residential 10-15 (10 - 15 du/ac)
 - High Density Residential 15+ (15+ du/ac)

- Commercial**
- Neighborhood Commercial
 - Community Commercial
 - Regional Commercial

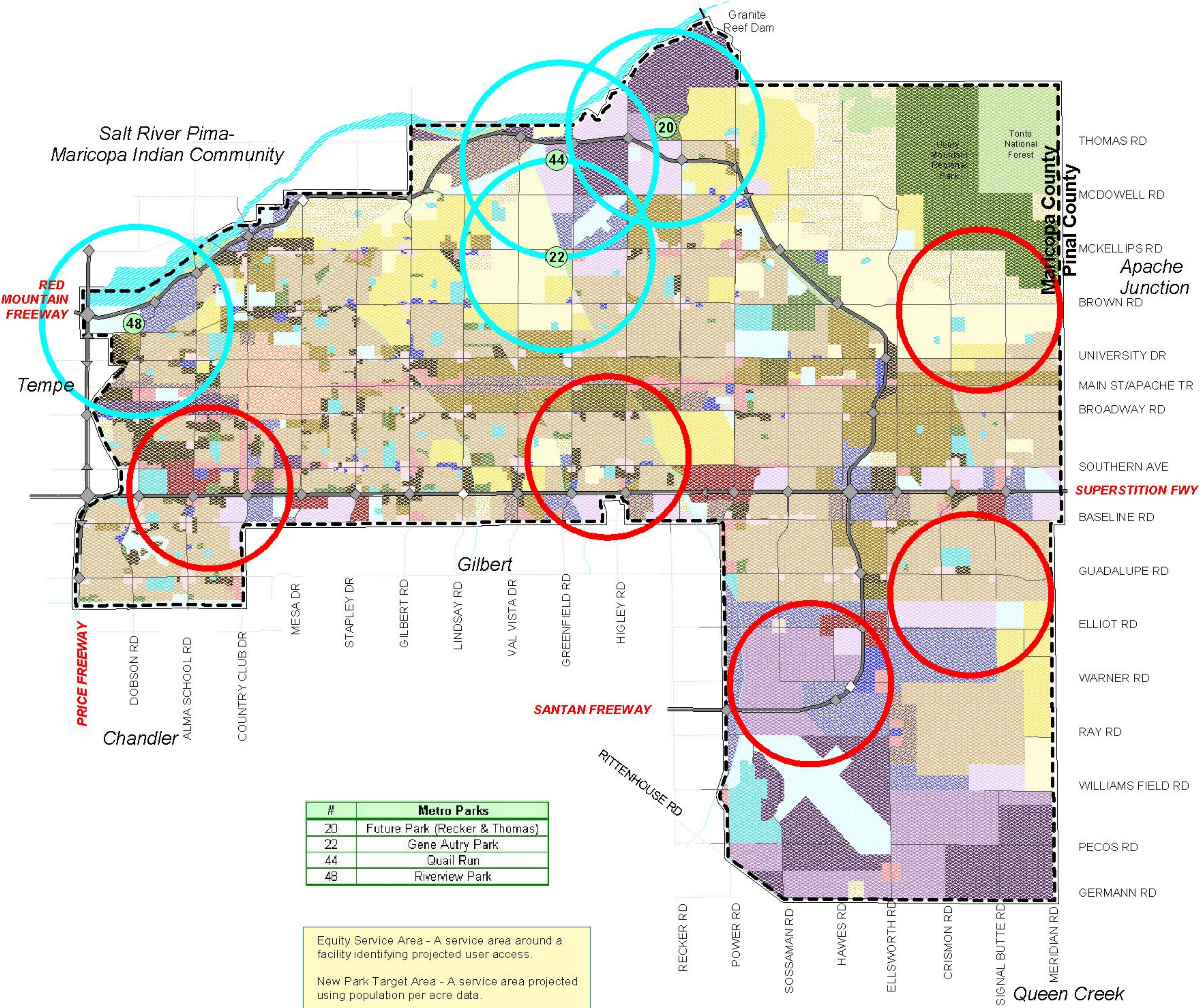
- Mixed Use**
- Mixed Use/Residential (30% at 15+ du/ac)
 - Mixed Use/Employment
 - Town Center (25% at 15+ du/ac)

- Employment**
- Office
 - Business Park
 - Light Industrial
 - General Industrial

- Public/Institutional**
- Public/Semi-Public
 - Education
 - Parks
 - Natural Area Open Space

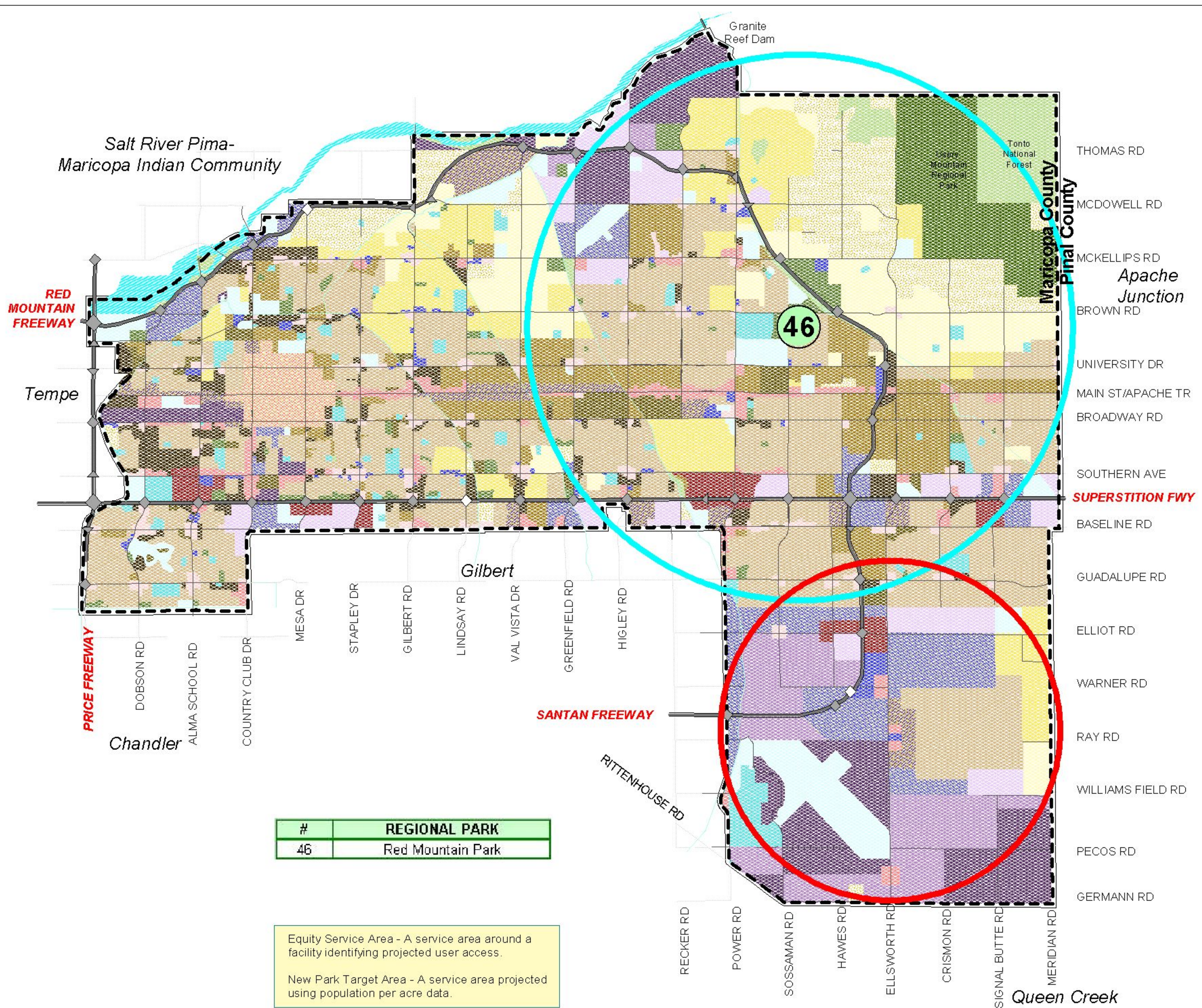
Metro Parks
Proposed Target Areas

Figure 9-4



Regional Parks
Proposed Target Area

Figure 9-5



#	REGIONAL PARK
46	Red Mountain Park

Equity Service Area - A service area around a facility identifying projected user access.

New Park Target Area - A service area projected using population per acre data.

- Existing Park Site
- Equity Service Area
- New Park Target Area

Residential

- Low Density Residential 0-1 (0 - 1 du/ac)
- Low Density Residential 1-2 (1 - 2 du/ac)
- Medium Density Residential 2-4 (2 - 4 du/ac)
- Medium Density Residential 4-6 (4 - 6 du/ac)
- Medium Density Residential 6-10 (6 - 10 du/ac)
- High Density Residential 10-15 (10 - 15 du/ac)
- High Density Residential 15+ (15+ du/ac)

Commercial

- Neighborhood Commercial
- Community Commercial
- Regional Commercial

Mixed Use

- Mixed Use/Residential (30% at 15+ du/ac)
- Mixed Use/Employment
- Town Center (25% at 15+ du/ac)

Employment

- Office
- Business Park
- Light Industrial
- General Industrial

Public/Institutional

- Public/Semi-Public
- Education
- Parks
- Natural Area Open Space

10.0 Environmental Planning and

This element addresses the quality of the environment and the conservation of natural resources. It also addresses the protection of Mesa's historic sites and structures. It combines the provisions of the Environmental Planning Element and the Conservation Element as required by the Arizona Growing Smarter Statute.



In addressing these issues, this element presents policies and strategies that are largely broad-based with community-wide applicability and does not require the production of environmental impact statements or similar analysis beyond that currently required by state and federal law. The discussion and strategies are also intended to complement and support those identified in other elements of the General Plan.

10.1 Background

This section presents brief summaries of the issues for which this element includes policies. Each summary highlights relevant background information and establishes the context for the policies and programs that follow.

10.1.1 Air Quality Management

Air quality continues to be one of the more serious concerns in Maricopa County. The Environmental Protection Agency (EPA) has established health-based standards for many air pollutants and in the Maricopa County region and pollutants of primary concern are carbon monoxide, ozone and particulate pollution.

One of the major sources of carbon monoxide and ozone pollution in this region is the exhaust from gasoline and diesel powered vehicles. To help solve this problem, Mesa has converted over 70% of City vehicles to the alternative fuel, compressed natural gas, and is working on a pilot program to evaluate pollution control equipment for heavy-duty diesel vehicles, which also contribute to particulate pollution.

Earthmoving activities associated with construction and agricultural activities are major sources of particulate pollution. Mesa has developed an innovative program to work with construction companies, County and State regulators and

residents to reduce this source of pollution. Mesa is also implementing a plan to stabilize unpaved roads, shoulders and alleys throughout the City to significantly reduce particulate emissions from these sources.

Air quality problems are exacerbated in the winter in the metropolitan area by layers of cold air above warmer air, trapping the warmer air to creating an inversion layer. Pollutants from vehicle exhaust and other sources are trapped beneath the inversion layer and contribute to the "brown cloud." To help reduce vehicle emissions, Mesa supports a trip reduction and ride-share program for City employees, and has won several environmental awards for the effectiveness of these efforts. During high pollution advisories the City implements a plan to reduce vehicle trips by employees to the greatest extent possible.

10.1.2 Water Quality and Conservation

The City of Mesa Utilities Department serves more than 435,000 residents in its service area. A description of the City's water resources and facilities is provided in Section 11.0, Water Resources, of this General Plan.

The City of Mesa Water Quality Services Department is responsible for monitoring the quality of the City's water and ensuring that it is safe for the City's residents and businesses. The City maintains an aggressive program to insure compliance with the Drinking Water Standards set by the United States Environmental Protection Agency (EPA) and the Arizona Department of Environmental Quality (ADEQ).

10.1.3 Energy Conservation

The City's ability to promote energy conservation encompasses a wide range of areas and disciplines. Land use designations incorporate several basic planning concepts relating to energy consumption. There is an attempt to locate higher density residential neighborhoods near employment centers reducing the distance and amount of energy needed to move between the uses during a daily commute. Large industrial users are designated near major transportation corridors eliminating additional trips within the City.

The City also promotes Transportation Demand Management (TDM) and Transportation System Management (TSM) that makes travel more efficient and less energy consumptive.

The City can also address energy conservation through the promotion of recycling efforts, solar-conscious design, and educational campaigns informing residents about the importance and need to be energy conscious.

10.1.4 Archaeological Resources

Mesa is located in an area with a rich settlement history, with occupation dating back to prehistoric times. As a result, there is an abundance of archaeological resources throughout the City. This includes Hohokam village sites and at least 15 mapped Hohokam canals. The alignment of the Western Branch of the Tempe Canal is just to the west of the Apache Boulevard crossing of the Tempe Canal, which remains in use today and is the boundary between Tempe and Mesa. The Nephi Canal and Eureka Ditch both were branches of the Mesa Canal, which were crucial to the survival of the Mormon settlers in the late 1800s.

10.1.5 Historic Preservation

The City of Mesa has made a serious commitment to protecting the City's heritage through the Historic Preservation Program. The purpose of this program is to encourage and facilitate public knowledge, understanding, and appreciation of the City's history, awareness of its architectural and cultural history, and to foster civic and neighborhood pride. The City Council approved a City-wide Historic Preservation Plan on May 6, 2002 in Resolution #7829. The Historic Preservation Plan seeks to provide consistency among the City's policies that affect the community's cultural resources and to improve coordination among City departments in achieving historic preservation goals.

The City has four designated historic districts on the National Register of Historic Places (Evergreen, West Second Street, Temple and Wilbur) and is seeking designation for the Robson Historic District. The City also has numerous individual properties listed on the National Register: Mesa Women's Club (204 S. McDonald); Strauch House/Fuller House (148 N. McDonald); Spangler/Wilbur House (128 N. McDonald); Joel E. Sirrine House (160 N. Center); Alhambra Hotel (43 S. McDonald); Mitten House (22 E. First Avenue); Scott Robert House (2230 E. Grandview); the Irving School (155 N. Center); the Angelo-Hostetter House (150 N. Wilbur); the Hohokam-Mormon Irrigation Canal; and Mesa Grande, a partially excavated Hohokam site. In addition, Mesa has three properties that have been declared historic landmarks: the James A. Macdonald House, the Irving School, and Crismon Farm. Although not formally recognized as a landmark, the Arizona Temple is a contributing property to the Temple Historic District and is individually eligible for listing on the National Register.

10.1.6 Natural Habitat Preservation

A diversity of plant and wildlife species plays a critical role in preserving the quality and function of the natural environment. To this end, it is imperative that land that supports diverse wildlife and plant communities be preserved and protected from fragmentation. The impacts from development and other human activities can be significant. An activity that disrupts a segment of the ecosystem may have ripple effects upon the rest of the system. Therefore, responsible

planning principles would promote the protection of significant native plant and wildlife communities.

An objective within this element promotes the preservation and maintenance of connections between wildlife habitats by identifying open space corridors for unimpeded movement. These corridors can also function as trails linking pedestrians, bicyclists, and equestrian users to open spaces. The Salt River and the City's numerous canals are ideal opportunities for these corridors.

10.1.7 Land Utilization and Protection

The natural and manmade features of Mesa's land present relatively few significant obstacles to development. Nonetheless, the City recognizes that there are some important principles to be followed in permitting new development. This is particularly true in the Desert Uplands section of the Planning Area, where natural topographical and geological conditions constrain development. These constraints are recognized in the *Desert Uplands Development Standards*, which the City adopted in 1999 to ensure protection of the natural qualities of the area, as well as to protect new development against naturally hazardous conditions. This element outlines several basic policies for the use of land in the Planning Area, including several derived from the *Desert Upland Development Standards*. These policies, combined with those included in the Open Space/Recreation and Safety Elements, ensure that new development in Mesa is consistent with the natural features of the community.

10.2 Goals, Objectives, and Policies

Goal EPC-1

Promote a high level of environmental quality with a safe, healthy, and enjoyable environment for Mesa residents.

Objective EPC-1.1

Protect and improve air quality in the planning area.

- Policy EPC-1.1a Take a lead position regionally to identify and implement innovative and effective pollution mitigation strategies.
- Policy EPC-1.1b Support the Maricopa Association of Governments, Maricopa County Department of Environmental Services, and the Arizona Department of Environmental Quality in their development of improved ambient air quality monitoring capabilities and the establishment of standards, thresholds, and rules to more adequately address the air quality impacts of new development.
- Policy EPC-1.1c Consider air quality impacts as part of project-level development review. Coordinate with project proponents and other agencies in ensuring the implementation of and monitoring the results of mitigation strategies.

- Policy EPC-1.1d Consider alternatives or amendments that reduce emissions of air pollutants in reviewing project applications with potential for creating air quality impacts.
- Policy EPC-1.1e Encourage the paving of dirt and gravel roads and discourage the creation of new unimproved roads.
- Policy EPC-1.1f Provide information to developers and contractors on methods to reduce construction-related pollution sources.

Objective EPC-1.2 Integrate air quality planning with the land use and transportation planning processes.

- Policy EPC-1.2a Support smooth-flowing traffic conditions for major roadways through planning of traffic signals and traffic signal coordination, parallel roadways, and intra- and inter-neighborhood connections where significant reductions in overall emissions can be achieved.
- Policy EPC-1.2b Continue and, where appropriate, expand the use of synchronized traffic signals to smooth traffic flow and thereby reduce pollutant emissions.
- Policy EPC-1.2c Encourage the use of alternative modes of transportation by incorporating public transit, bicycle, and pedestrian modes in City transportation planning and by encouraging new development to provide adequate pedestrian and bikeway facilities.
- Policy EPC-1.2d Consider including limitations in parking supply in areas where alternative transportation modes are available and other measures identified by the Maricopa Association of Governments.
- Policy EPC-1.2e Encourage land use configurations in all new or revitalized development projects that minimize vehicle trips and trip lengths.
- Policy EPC-1.2f Promote land use patterns that decrease automobile travel between home and the workplace.

Objective EPC-1.3 Ensure the availability of an adequate and safe water supply and the maintenance of high quality water in sources of domestic supply.

- Policy EPC-1.3a Support State and County provisions to assure that water supplies serving new development meet state water quality standards.
- Policy EPC-1.3b Support the County's requirement that new development adjacent to bodies of water used as domestic water sources adequately mitigate potential water quality impacts on these water bodies.
- Policy EPC-1.3c Promote efficient water use and reduced water demand by:
- Requiring water-conserving design and equipment in new construction;
 - Encouraging water-conserving landscaping and other conservation measures;

	<ul style="list-style-type: none"> • Encouraging retrofitting existing development with water-conserving devices; and • Encouraging water-conserving agricultural irrigation practices.
Policy EPC-1.3d	Promote the long-term conservation of water resources through the use of renewable water resources.
Policy EPC-1.3e	Promote individual water conservation through the use of low-flow plumbing fixtures and the use of xeriscape landscaping principles, including the installation of low water use plant materials and efficient irrigation systems (drip/low-flow).
Policy EPC-1.3f	Require the use of public wastewater systems for all types of development to minimize the potential for groundwater contamination.
Policy EPC-1.3g	Continue to devote time and resources toward the public education of the needs and benefits of water conservation.
Policy EPC-1.3h	Continue to require the use of feasible and practical Best Management Practices (BMPs) to protect receiving waters from the adverse effects of construction activities and urban runoff.
Policy EPC-1.3i	Encourage the protection of floodplain lands and where appropriate, acquire public easements for purposes of flood protection, public safety, wildlife preservation, groundwater recharge, access, and recreation.
Objective EPC-1.4	Promote energy conservation within Mesa.
Policy EPC-1.4a	Utilize recycled products where appropriate in City operations and encourage a "buy recycled" campaign to help create markets for recycled materials.
Policy EPC-1.4b	Encourage development plans that will incorporate energy conservation through: <ul style="list-style-type: none"> • Travel Demand Management (TDM) techniques • Use of active and passive solar energy systems • Appropriate building orientation, site planning and landscape shading
Policy EPC-1.4c	Continue to apply energy conservation techniques in the development and operation of municipal facilities.
Policy EPC-1.4d	Encourage the use of recycled products whenever possible.
Policy EPC-1.4e	Utilize energy conservation techniques and operating procedures at municipal facilities.
Policy EPC-1.4f	Encourage residents, developers, and employers to utilize recycled products and recycle those products that can be reused.
Policy EPC-1.4g	Maintain and enhance programs for recycling, including separate trash and recycle containers for residential residents.
Policy EPC-1.4h	Encourage the use of TDM and TSM strategies which optimize traffic flow.

- Policy EPC-1.4i Encourage architecture that considers solar energy systems, orientation, and site development.
- Policy EPC-1.4j Encourage landscape design and plantings that incorporate energy conservation by providing, shade in summer and solar access in winter months.
- Policy EPC-1.4k Encourage the use of transit and the extension of bus service to reduce the amount of fuel consumption and traffic congestion.

Goal EPC-2

Provide for the protection and enhancement of the archaeological, cultural, and historic resources that are important to the heritage of Mesa.

- Objective EPC-2.1** Identify, protect, and enhance Mesa's important archaeological and cultural sites and their contributing environment.
- Policy EPC-2.1a Solicit the cooperation of the owners of cultural resources, encourage those owners to treat these resources as assets rather than liabilities, and encourage the support of the general public for the preservation and enhancement of these resources.
 - Policy EPC-2.1b Solicit the views of the local Native American community in cases where development may result in disturbance to sites containing evidence of Native American activity and/or to sites of cultural importance.
 - Policy EPC-2.1c Coordinate with Maricopa County to promote the preservation and maintenance of archaeological resources in the Planning Area.
 - Policy EPC-2.1d Utilize, where feasible, incentive programs to assist private property owners in preserving and enhancing cultural resources.
 - Policy EPC-2.1e Require that discretionary development projects identify and protect from damage, destruction, and abuse, important historical, archaeological, and cultural sites and their contributing environment. Such assessments shall be incorporated into a Citywide cultural resource database.
 - Policy EPC-2.1f Require that discretionary development projects are designed to avoid potential impacts to significant cultural resources whenever possible. Unavoidable impacts, whenever possible, shall be reduced to a less than significant level and/or shall be mitigated by extracting maximum recoverable data. Qualified archaeological or historical consultants, depending on the type of resource in question, shall make determinations of impacts, significance, and mitigation.
 - Policy EPC-2.1g Maintain confidentiality regarding the locations of archaeological sites in order to preserve and protect these resources from vandalism and the unauthorized removal of artifacts.
 - Policy EPC-2.1h Consider acquisition programs as a means of preserving significant cultural resources that are not suitable for private development.

Policy EPC-2.1i Continue research and evaluation of the Mesa Grande Ruins and promote the improvement and preservation of this significant archeological site.

Objective EPC-2.2 Preserve and enhance the historical features of the Mesa area.

Policy EPC-2.2a Continue to implement its Historic Preservation Program to promote the restoration and preservation of existing historic districts and landmarks.

Policy EPC-2.2b Expand survey efforts and designate additional historic districts and landmarks for the restoration and preservation of areas, buildings, and sites in Mesa that are of historic, cultural, and/or architectural significance.

Policy EPC-2.2c Support the registration of cultural resources in appropriate landmark designations (i.e., National Register of Historic Places, Points of Historical Interest, or Local Landmark).

Policy EPC-2.2d Provide restoration priority to those buildings and open space areas identified as having historic, cultural, or architectural significance that are in imminent danger of decay or demolition.

Policy EPC-2.2e Encourage federal and state government agencies as well as financial institutions and private citizens to provide loans for refurbishing historical buildings and restoring artifacts and memorabilia.

Policy EPC-2.2f Support legislation to provide incentives for maintaining and enhancing structural stability and aesthetic value of significant structures.

Policy EPC-2.2g Encourage local citizens to cooperate in a campaign to identify and publicize the significance of historical sites and buildings.

Policy EPC-2.2h Review all building or demolition permits for buildings either designated historic or within historic districts to ensure, where feasible, the preservation of these historic facilities.

Policy EPC-2.2i Protect and enhance the integrity of the historical atmosphere by supporting the restoration, renovation, and adaptive reuse of historic buildings.

Policy EPC-2.2j Promote the reuse of historic buildings for both public and private uses.

Policy EPC-2.2k Develop and support a community awareness program for historic preservation.

Policy EPC-2.2l Provide technical assistance availability through the Historic Preservation Program

Goal EPC-3

Provide for the protection and wise use of the resources of the natural environment in Mesa.

Objective EPC-3.1 Maintain connections between wildlife habitats by identifying and protecting corridors for unimpeded movement.

- Policy EPC-3.1a Establish sufficient trails, wildlife corridors, and other linear linkages between large open space areas.
- Policy EPC-3.1b Require an effective means for the safe and uninterrupted movement of wildlife through open space corridors at all infrastructure and roadway crossings.
- Policy EPC-3.1c Encourage the design of walls and fences to not disrupt natural wildlife movement patterns and design all infrastructure and roadways to minimize the impact on wildlife corridors.
- Policy EPC-3.1d Incorporate design techniques and measures that minimize conflicts between humans and wildlife.
- Policy EPC-3.1e Design public recreational spaces to be wildlife-friendly whenever possible.
- Policy EPC-3.1f Promote enhanced landscaping along washes and wildlife corridors to promote the use of such areas by native wildlife.
- Policy EPC-3.1g Encourage the establishment of open space lands that restrict and/or limit human use to protect significant plant and animal habitats.
- Policy EPC-3.1h Encourage the preservation of a system of linkages, connections, and gateways between significant open spaces and significant animal and plant habitats.

Objective EPC-3.2 Promote the protection, enhancement, and establishment of native vegetation and plant species.

- Policy EPC-3.2a Require new development in the Desert Upland Area of Mesa to comply with the Native Plant Preservation provisions of the Desert Upland Development Standards.
- Policy EPC-3.2b Encourage the use of indigenous or adapted plant materials in new developments, and minimize the use of invasive and non-native plant species in the Planning Area, including those identified in the Native Plant Preservation provisions of the Desert Upland Development Standards.
- Policy EPC-3.2c Promote the restoration and re-vegetation of disturbed areas with native plant species so that the disturbed area, over a reasonable amount of time, matches the plant densities of the undisturbed setting.
- Policy EPC-3.2d Recognize and protect areas of significant natural vegetation (such as areas along washes, natural spring areas, or on slopes) that are advantageous to the increased densities of the native vegetation.

Objective EPC-3.3 Ensure that new development recognizes limitations associated with the natural features of the land, including slope, unstable soils, and floodplains.

- Policy EPC-3.3a Encourage the preservation of slopes of fifteen percent (15%) or greater remain in undeveloped natural open space.

- Policy EPC-3.3b Encourage the provision of an open space or drainage easement for those lot areas with slopes of fifteen percent (15%) or greater or natural area washes that may carry drainage.
- Policy EPC-3.3c Encourage the identification of the open space within the lots, common open space areas with slopes of fifteen percent (15%) or greater, or natural area washes that may carry drainage. Encourage that these open spaces be secured by an open space and/or drainage easement and be maintained by the lot owner or homeowners' association.
- Policy EPC-3.3d Require that ridgelines remain as undeveloped natural open space.
- Policy EPC-3.3e Encourage, where feasible, the maintenance of retained washes and new drainage channels in a "natural" desert character. Solutions may include landscaping with native rock and plant materials, use of integral colored alternative material, contouring, and preservation of existing natural features.
- Policy EPC-3.3f Encourage, where feasible, the utilization of native materials in the construction of headwalls, flow-retardant structures and devices, culverts, and drainage channel bottoms in the Desert Uplands Area.
- Policy EPC-3.3g Provide flexibility to standards to allow local street design to be adjusted to the topography of the area, including significant features such as washes, hillsides, boulders, rock outcroppings, and established stands of native vegetation.
- Policy EPC-3.3h Promote, where applicable, minimum site grading to encourage integration with the natural contours of the land.
- Policy EPC-3.3i Encourage that changes in natural drainage patterns be avoided. Where changes to the natural drainage patterns are necessary, a master drainage plan showing how the altered flows will be handled shall be prepared.
- Policy EPC-3.3j Support the implementation of remediation strategies by the Arizona Department of Environmental Quality for sites included in the State Superfund Program and other sites contaminated by hazardous materials.
- Policy EPC-3.3k Restrict development in floodplains and floodways according to FEMA designations.
- Policy EPC-3.3l Develop a GIS-based inventory of seismic and subsidence areas and other known geological limitations and discourage development in these areas that is incompatible with these conditions unless they can be safely mitigated.
- Policy EPC-3.3m Develop a GIS-based inventory for soils, vegetation, and habitats and utilize this data to direct preservation and development efforts.

11.0 Water Resources

The water resources element addresses the supplies currently available to serve water demand in the Mesa water service area. It also presents an analysis of the adequacy of current physically and legally available water supplies and planned additional supplies to serve the future growth projected in the General Plan.



Arizona's Groundwater Management Act (GMA) requires that cities and others within Active Management Areas (AMA) transition from the use of mined groundwater to the use of renewable supplies by the year 2025. As part of the GMA, cities in an AMA that wish to grow must demonstrate a one-hundred year assured water supply. Mesa is currently designated by the Arizona Department of Water Resources (ADWR) as having a one-hundred year assured water supply.

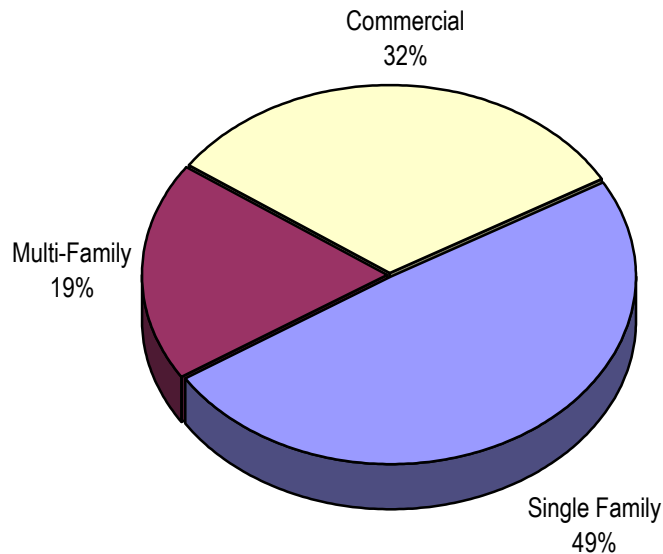
11.1 Background

In addition to the City of Mesa having legal title to a specific amount of water, it is just as important that water be made available to the customer at a particular time and in a particular location. Infrastructure provides the connection between a water resource that is available in a specific time and place and water delivery to the customer at a different time and location.

11.1.1 Current Water Use

Mesa used 95,886 acre-feet of water in 2000 to serve approximately 435,000 people in its water service area. At present, residential uses constitute approximately 68 percent of Mesa's demand. The remaining thirty-two percent is commercial uses. Figure 11-1 illustrates these water use characteristics.

Figure 11-1: City of Mesa Water Use Characteristics 2000

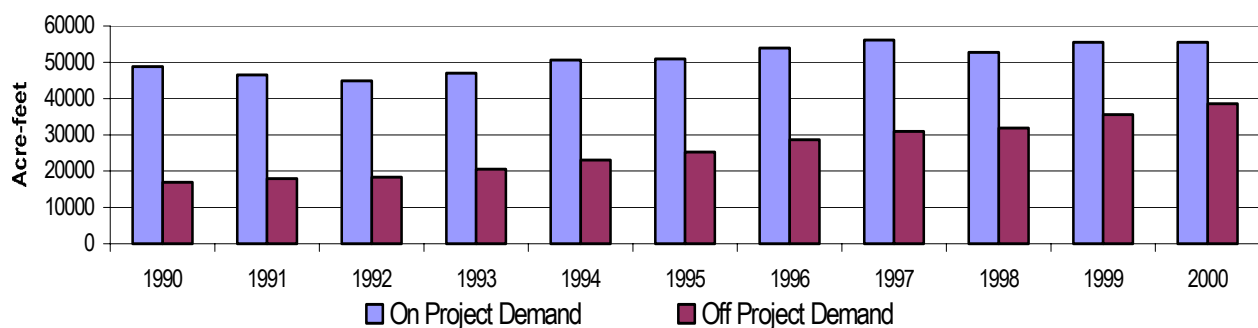


On Project Versus Off Project

The most useful categories for describing Mesa's water resources portfolio are "On Project" and "Off Project." The term On Project is used to describe the lands within the boundaries of SRP. The term Off Project describes the lands outside of these boundaries, including Roosevelt Water Conservation District (RWCD) lands.

Currently, On Project demand is just under sixty percent of the total demand in the City of Mesa. The historic difference in On Project versus Off Project demand is shown in Figure 11-2 below. While On Project demand has remained relatively stable over the last ten years, Off Project demand has more than doubled.

Figure 11-2: City of Mesa Historic Demand On and Off Project



On Project, residential use of water constitutes approximately sixty-nine percent of demand and commercial use is approximately thirty-one percent of demand. These demand characteristics have remained relatively stable over the last ten years. However, the characteristics of Off Project demand have changed dramatically. Single-family use has doubled and commercial use has tripled during the last decade.

11.1.2 City Facilities

Currently, the City operates a variety of water resource treatment, production, and transportation facilities including water treatment plants, wells, wastewater reclamation plants, and recharge facilities.

Water Treatment Plants

The City owns capacity at the Val Vista Water Treatment Plant (WTP) and owns the CAP Brown Road WTP. The City's current capacity at the Val Vista WTP is 101,000 acre-feet per year with an additional 11,220 acre-feet per year available in the near future. The CAP Brown Road WTP has a capacity of 53,000 acre-feet per year growing to 81,000 acre-feet per year in the future.

Wells

The City uses 33 wells for water production netting approximately 106,000 acre-feet per year of pumping capacity.

Water Reclamation Plants

The City owns and operates the Southeast Water Reclamation Plant (WRP) and the Northwest WRP. The Southeast WRP currently has an approximate treatment capacity of 9,000 acre-feet per year, expanding to 18,000 in the future, while the Northwest WRP has an approximate treatment capacity of 9,000 acre-feet per year and will expand to nearly 34,000 acre-feet per year. Mesa also owns around 32,000 acre-feet per year of capacity in Phoenix's 91st Avenue WRP.

Recharge Facilities

The City owns approximately 24,000 acre-feet per year of recharge capacity at the Granite Reef Underground Storage Project (GRUSP), and has an additional 6,000 acre-feet per year capacity at the Northwest WRP Ponds. The City also has the ability to recharge into the RWCD and SRP groundwater savings facilities, yielding potentially tens of thousands of acre-feet of additional storage capacity.

11.1.3 Current Supplies

The City of Mesa has over sixty-five legally distinct sources of water. However, for purposes of explaining Mesa's water resources portfolio, these legally distinct sources can be grouped together based on the source of water.

Water from the Salt River Project

Mesa has a significant amount of land within its water service area that has rights to water from the Salt River Project (SRP). The majority of SRP water received by Mesa is treated to drinking-water standards at the Val Vista Water Treatment Plant located at Lindsey and McDowell roads.

Rights to SRP water are appurtenant to certain lands within the Salt River Valley Water Users' Association (SRVWUA). The term "appurtenant" means that, with few exceptions, the rights to the water stays with the land that it is attached to, and cannot be moved to or used on other land. Therefore, while Mesa has approximately 20,000 acres of land that carries with it rights to SRP water within its service area, this water cannot be used anywhere but on the land to which the rights are appurtenant. In most years, Mesa is entitled to more SRP water than it can use on those lands that have SRP water rights.

The amount of SRP water to which municipalities are entitled is difficult to quantify because the amount changes each year based on the quantity of water stored in SRP reservoirs, and the current and projected flows of the Salt and Verde Rivers. However, in most years, a municipality is entitled to three acre feet per acre, most of which is surface water.

Current demand for SRP water from Mesa SRVWUA lands is approximately 56,000 acre-feet per year.

Colorado River Water from the Central Arizona Project

Mesa's second-largest source of surface water is delivered through the Central Arizona Project (CAP). The Central Arizona Project is operated by the Central Arizona Water Conservation District (CAWCD). The CAWCD pumps water from the Colorado River at Lake Havasu to Maricopa, Pinal, and Pima Counties.

While all water currently delivered through the CAP is physically the same — Colorado River Water —, the water that Mesa receives through the CAP differs in price, legal title, and priority. Currently, Mesa has access to Subcontract water, Wellton-Mohawk water, Hohokam water, SRPMIC Lease water, RWCD Assignment water, Incentive water, and Excess water through the CAP system. Most water received through the CAP system is treated to drinking water standards at Mesa's Brown Road CAP Water Treatment Plant, and can be used anywhere in the Mesa water service area.

Subcontract Water

In 1984, Mesa entered into a Subcontract with the Bureau of Reclamation and the CAWCD to receive what is called Municipal and Industrial (M&I) Priority water. Currently, Mesa is entitled to 36,388 acre-feet of M&I Priority water.

Wellton-Mohawk Water

Mesa owns rights to 2,761 acre-feet per year of Wellton-Mohawk Irrigation District water. The Wellton-Mohawk Irrigation District is located on the Colorado River near Yuma.

Hohokam Water

In December of 1993, Mesa signed another Subcontract with the Bureau of Reclamation and the CAWCD for delivery of what is called Hohokam Water. Hohokam Water is CAP Agricultural Priority that was transferred by the Secretary of the Interior to the Cities of Chandler, Mesa, Phoenix, and Scottsdale as replacement water for a dam that was scheduled to be built but never completed. In the year 2043 the water offered under this subcontract converts to M&I Priority.

The amount of Hohokam available to Mesa varies from year to year depending on the available supply of CAP Agricultural Priority Water. In 1999, Mesa received 17,663 acre-feet of Hohokam Water, but the amount available to Mesa will decline over time to approximately 4,290 acre-feet in 2043, at which time this amount will convert to M&I Priority.

SRPMIC Lease Water

As part of the Salt River Pima-Maricopa Indian Community (SRPMIC) water settlement, Mesa leases 1,669 acre-feet per year of SRPMIC Indian Priority Water. The lease expires in 2098.

RWCD Assignment Water

Also as part of the SRPMIC water settlement, Roosevelt Water Conservation District transferred 627 acre-feet of its Agricultural Priority Water to the City of Mesa.

Excess Water

CAP Excess Water is the water left over after M&I, Indian, and agricultural users have scheduled their CAP water. The CAWCD markets this water to anyone in Arizona with a use for it. Mesa does not currently contract for Excess Water.

Incentive Water

As part of its effort to move water off of the Colorado River and make use of Arizona's full entitlement to CAP water, the CAWCD currently offers water used for recharge at a discount rate. The amount of water available varies year by year. This water can be used only for recharge purposes and is delivered directly to the recharge partner or facility.

Mesa makes use of this relatively inexpensive source of water through partnerships with SRP and RWCD at their Groundwater Savings Facilities (GSF). Mesa purchases the Incentive Water and the water is in turn delivered directly to the GSF partner. The GSF partner uses this water in lieu of pumping groundwater. The Department of Water Resources assigns Ninety-five percent of the water used by the GSF partner to the City of Mesa in the form of Long Term Storage Credits. Currently, Mesa has approximately 230,000 acre-feet of Long Term Storage Credits from CAP water.

Water from Roosevelt Water Conservation District

Mesa also receives water from land that has water rights from the Roosevelt Water Conservation District (RWCD). RWCD water can only be used on RWCD lands. Mesa has approximately 8,000 acres in the RWCD boundaries. Mesa's allocation of RWCD water is treated to drinking-water standards at the Val Vista Water Treatment Plant.

In most years, a municipality is entitled to approximately four-tenths of an acre-foot of surface water and four-tenths of an acre-foot of groundwater for each acre of land within RWCD. In most years, Mesa is entitled to about 3,200 acre-feet of surface water and 3,200 acre-feet of groundwater from its lands within RWCD. Current demand for water within the Mesa RWCD lands is approximately 9,400 acre-feet per year.

Salt and Verde River Water from New Roosevelt Conservation Space

In 1986, the United States, the CAWCD, Maricopa County Flood Control District, SRP, Chandler, Mesa, Phoenix, Scottsdale, Tempe, and the State of Arizona, reached agreement on funding for an increase in capacity to Roosevelt Dam. In exchange for its monetary contribution, Mesa is entitled to 15% of the capacity in New Roosevelt Conservation Space, up to a maximum of just over 38,000 acre-feet per year.

The New Roosevelt Conservation Space is located at nearly the top of Roosevelt Dam, and because the years since completion of the project have been dry ones, Mesa has never received any water from this project. However, it is anticipated that in future years, Mesa will receive an average of 12,000 acre-feet per year. This water can be used anywhere in Mesa's water service area.

Reclaimed Water

Mesa currently produces approximately 40,000 acre-feet of reclaimed water every year. Because public acceptance of drinking reclaimed water is extremely low, Mesa's direct uses for reclaimed water are limited to non-drinking water purposes. Mesa uses reclaimed water directly by delivering it to turf facilities such as golf courses. Approximately 1,200 acre-feet per year are under contract for turf facility use.

Reclaimed water can also be recharged artificially into the aquifer and recovered as groundwater for later use. This use of reclaimed water is called a "recharge and recovery" strategy. By this method, reclaimed water is recharged either directly into the aquifer or is delivered to a GSF partner. In either case, Long Term Storage Credits are created. Later, groundwater is pumped from a permitted recovery well, and the Long Term Storage Credits are recovered. Mesa has approximately 25,000 acre-feet of Long Term Storage Credits for reclaimed water.

Mesa recently signed an agreement with the Gila River Indian Community (GRIC) through which Mesa ultimately will deliver 29,400 acre-feet per year of reclaimed water to the GRIC and receive in exchange 23,530 acre-feet per year of CAP water. This agreement allows Mesa to exchange what is essentially a non-potable water supply for a supply that can be used for domestic purposes.

Groundwater in the Mesa Service Area

The Phoenix Active Management Area (AMA) is working towards a goal called "Safe Yield." Safe Yield is defined as a balance between groundwater withdrawals and natural and artificial recharge. ADWR policies dictate that Mesa curtail groundwater use in order to continue its designation as having a 100-year assured water supply.

However, groundwater use that is consistent with the safe yield goal is permitted. Recovery of Long Term Storage Credits by pumping groundwater is permitted because the credits represent surface water that has been stored in the aquifer. In addition, cities are credited for incidental recharge. Incidental recharge is the amount of water that percolates into the aquifer after the water has already been used for things like watering lawns or controlling dust. Mesa is credited with approximately 4,800 acre-feet of incidental recharge each year. In addition, Mesa is credited with a groundwater allowance account of 5,823 acre-feet per year for the next one hundred years. Groundwater can be withdrawn from any permitted well in the Mesa water service area.

Pinal County Water Farms

In 1986, Mesa purchased land in Pinal County for the purpose of capturing the groundwater rights appurtenant to the land. Through this purchase, Mesa now

owns approximately 28,000 acre-feet per year of groundwater rights in Pinal County.

Mesa does not currently make use of this water directly. Instead, the lands have been leased back to farmers, who use the water rights for their crops and pay the groundwater tax directly to the Department of Water Resources. At this time, Mesa has no need for this water and no legal or physical arrangements have been made for its use.

Total Supply

The supply sources used to meet Mesa demand in 2000 are shown in Table 11.1.

Table 11.1: 2000 City of Mesa Water Supply Use

SOURCE	ACRE-FEET
Decreed Appropriation (SRP)	39,291
Hohokam Water (CAP)	17,663
Normal Flow (SRP)	10,231
Groundwater (Mesa)	8,140
Subcontract Water (CAP)	7,512
Groundwater (through SRP)	3,659
Groundwater (through Motorola)	3,396
Salt and Verde water (RWCD)	3,293
Wellton-Mohawk Water (CAP)	2,761
Effluent (Mesa)	1,754
SRPMIC Lease Water (CAP)	1,669
Recovered Annual Storage Credits (SRP)	1,238
RWCD Assignment Water (CAP)	627
Spill water (SRP)	107
Adjustments for deliveries to other rights and treatment plant backwash	-5455
Total	95,886

11.2 Goals, Objectives, and Policies

Water Resources Goals, Objectives, and Policies are designed to provide the City with sufficient and reliable sources of water, and to make the best possible use of its water resources. Because Mesa will continue to grow, develop, and change in terms of its water needs and interests, water resources goals are designed to enable the City to adapt to these changing conditions.

Goal WR-1

Maintain an adequate water supply.

- Objective WR-1.1** Develop and maintain the physical and legal availability of sufficient supply sources to meet water demands.
- Policy WR-1.1a Continue to work with water and wastewater operations and engineering to ensure that the infrastructure necessary to serve Mesa customers and make the best use of Mesa's water resources is developed and maintained.
 - Policy WR-1.1b Monitor the activities of various official boards and committees that relate to water resources; such as the Central Arizona Water Conservation District Board of directors, the Groundwater Users Advisory Council, the Roosevelt Water Conservation District Board of Directors, the Salt River Valley Water Users Association, and others.
 - Policy WR-1.1c Maintain active and positive liaison with various boards, organizations, working groups, and other organizations that have the ability to influence the legal availability of Mesa's water resources.
 - Policy WR-1.1d Participate in various committees and working groups to influence the outcome of legislation and regulation.
 - Policy WR-1.1e Identify, react to, and influence legislative and policy changes that impact the legal availability of Mesa's water resources.
 - Policy WR-1.1f Maintain Mesa's one-hundred-year assured water supply designation.
- Objective WR-1.2** Meet and exceed the requirements of the Clean Water Act.

Goal WR-2

Maintain a reliable water supply.

- Objective WR-2.1** Develop and maintain the physical and legal availability of sufficient supply sources to meet water demands during drought periods.
- Policy WR-2.1a Develop a drought response plan that addresses the legal, physical, and public relations steps that must be taken to cope with periods of surface water drought.
 - Policy WR-2.1b Continue to work with water and wastewater operations and engineering to ensure that the infrastructure necessary to serve Mesa customers during periods of drought is developed and maintained.
 - Policy WR-2.1c Work with the Salt River Project, the Arizona Department of Water Resources, the Central Arizona Water Conservation District, and others to develop a policy and mechanism through which official periods of surface water drought can be declared.

- Policy WR-2.1d Develop sufficient long-term storage credits that can be used to avoid violations of the Groundwater Code during periods of surface water drought.

Goal WR-3

Develop the efficient use of supplies

- Objective WR-3.1** Maximize the net benefit to Mesa citizens of renewable water supply development and use.
- Policy WE-3.1a Develop dynamic schedules for the appropriate use over time of Mesa's surface water supplies, effluent, groundwater allowance credits, and long-term storage credits.
- Policy WE-3.1b Continue to explore and develop new and innovative ways to make better use of Mesa's water resources through exchanges, intergovernmental agreements, and other legal arrangements.

Goal WR-4

Promote responsible use of the available supply.

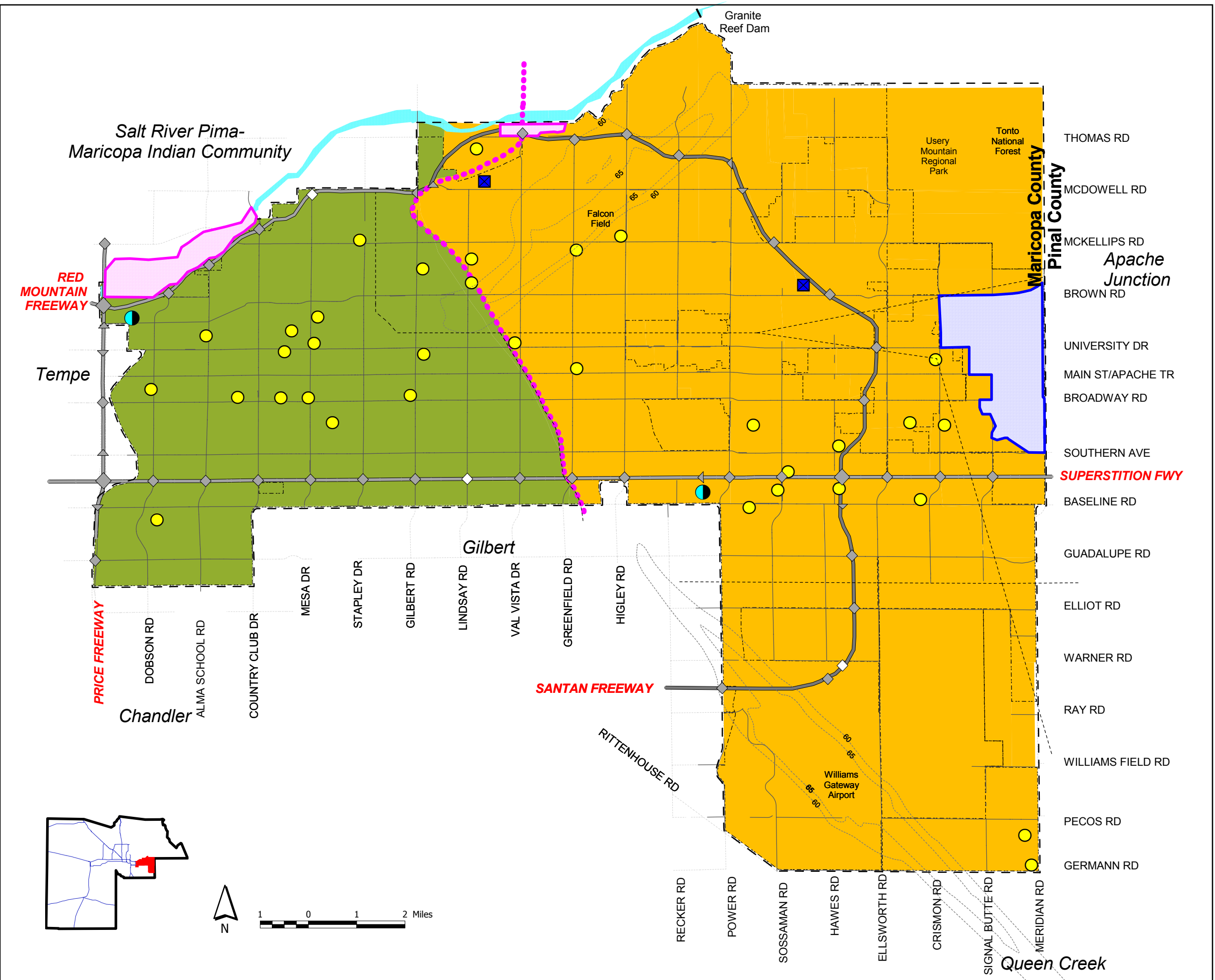
- Objective WR-4.1** Provide education and incentives to encourage water conservation.
- Policy WR-4.1a Distribute information on water conservation to Mesa residents at public events, in newsletters, and on the City's website.
- Policy WR-4.1b Promote school programs to educate students about water conservation.
- Policy WR-4.1c Promote the use of drought tolerant plants in public facilities.
- Policy WR-4.1d Encourage the use of reclaimed water for irrigating golf courses, greenbelts, freeway lands, and community parks.
- Policy WR-4.1e Consider new technology and programs to further the City's conservation efforts.

11.3 Plan Components

The City of Mesa has examined water needs for the community through build out. Planning to meet the future water needs includes meeting demand as well as drought planning as described in the following sections. The Water Resources Plan is depicted in Figure 11-3.

Water Resources Plan

Figure 11-3



- Effluent Recharge Area
- Existing Water Reclamation Plant
- Proposed Water Reclamation Plant
- Existing Well
- Water Treatment Plant
- On/Off Project Lands
- Arizona Water Company
- SRP On-Project Lands
- SRP Off-Project Lands

- Freeway
- Interchange
- Future Interchange
- Arterial Roadway
- Canals and Waterways
- Aviation Noise Contours
- Overhead Transmission Lines
- Planning Area Boundary



11.3.1 Meeting Demand

On Project

Currently, On Project demand is just under sixty percent of total demand in the City of Mesa, or approximately 56,000 acre-feet per year. Demand On Project is ultimately expected to reach approximately 65,000 acre-feet per year. Little growth in demand is expected because the SRP region encompasses Mesa's traditional city center, in which there is limited vacant land or room for major development.

Current On Project supplies are approximately 76,000 acre-feet of renewable surface water. It appears as though the City of Mesa has enough surface water in the SRP region to support demand even at buildout levels.

Off Project

Off Project demand is projected to increase from approximately 38,500 acre-feet to nearly 110,000 acre-feet. Also, it is predicted that the mix of this demand will change from predominantly single-family residential to a more even split between commercial and residential uses.

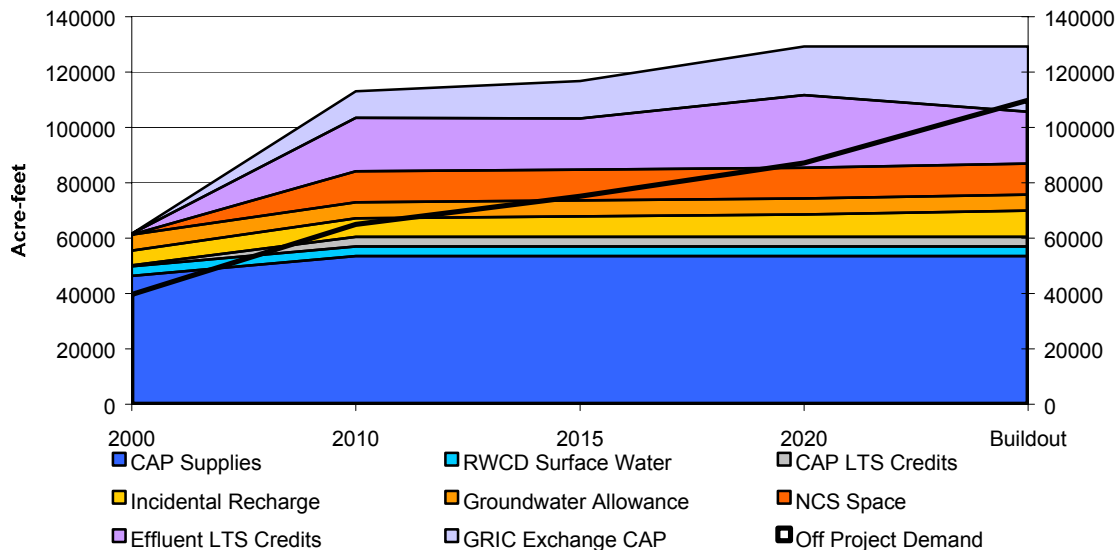
Off Project supplies that are currently physically and legally available to the City of Mesa total just over 60,000 acre-feet. However, Mesa anticipates having ample supplies and the necessary infrastructure to meet Off Project demand of nearly 110,000 acre-feet. To meet this demand, Mesa intends to:

- Acquire additional CAP water and other supplies as may be necessary;
- Develop infrastructure that is compatible with the available water resources and location and timing of water demands;
- Implement an exchange with the Gila River Indian Community (GRIC) whereby 29,400 acre-feet of Mesa reclaimed water can ultimately be exchanged for 23,530 acre-feet of GRIC Indian Priority CAP water that can be used as a potable supply;
- Create additional Long-Term Storage Credits through local groundwater savings facilities and direct recharge facilities,
- Continue to drill the wells necessary to recover stored water credits; and
- Develop the infrastructure necessary to make beneficial use of reclaimed water through exchange, storage underground for Long-Term Storage Credits and direct delivery to turf facilities.

At this time, it is unknown whether, or to what extent, Pinal County groundwater resources will be developed for Mesa use. Certainly, it is possible to develop Pinal County groundwater resources for Mesa use should the need arise. The supplies

that are anticipated to be legally and physically available in the future are shown in Figure 11-4.

Figure 11-4: City of Mesa Projected Supplies and Demand Off Project



As is clearly illustrated on the chart, Mesa anticipates having ample supplies to meet future demand Off Project. However, the actual mix of the supplies acquired, developed, and used may change over time as regulatory, physical, political, and other circumstances change.

11.3.2 Drought Planning

Surface water supplies, namely Colorado River, Salt River, and Verde River water, may be reduced during droughts. Shortage on the Colorado River system is not expected to occur until after the year 2030, when the upper Colorado River basin states may be making full use of their allocation of Colorado River water. During a severe drought on the Colorado River, it is projected that CAP supplies would be reduced by thirty percent. Ten percent of this shortage would be made up for through recovery of surface water stored underground by the Arizona Water Banking Authority. However, Mesa would be responsible for covering the net twenty percent supply reduction. Mesa would also be responsible for covering any supply reduction caused by drought on the Salt and Verde River water systems.

For these reasons, Mesa has accumulated CAP Long-Term Storage Credits that can be pumped by any well in Mesa's service area and used as a replacement supply during times of shortage. In addition, it is Mesa's intent to drill new wells to keep up with demand requirements and drought pumping. Therefore, it is expected that Mesa will have both the water and the infrastructure necessary to meet demand even during drought conditions.

12.0 Cost of Development

The purpose of the Cost of Development Element is to assure that new development pays its “fair share” of the cost of additional public services necessary to serve that development, with exceptions allowed when in the public interest. The element also provides information regarding potential funding mechanisms for providing public services and infrastructure as the existing systems mature during the next 25 years.



12.1 Background

The City of Mesa provides a wide range of infrastructure, facilities, and services to its residents and businesses. These services, including streets, public utilities, public safety (police and fire), housing, solid waste, libraries, parks and recreation, redevelopment and transit, have been provided through a variety of funding mechanisms.

The City of Mesa uses two major tools to fund the services it provides, a Budget (Operating) Plan and a Capital Improvements Program, both of which are updated annually and are closely linked to the General Plan. Due to the City's tremendous population growth over the past decades, the City's Budget Plan and Capital Improvements Program have grown rapidly, thereby allowing the City to continue to provide required infrastructure, facilities, and services.

12.1.1 General Funding Mechanisms

A wide variety of funding mechanisms are available to Arizona municipalities to meet the cost of public services through both the Budget Plan and the Capital Improvements Program. Facilities and services that are provided to all citizens as a benefit of living in the City are paid for by a number of revenue sources. Examples of specified revenue sources are Highway User Revenue Funds for roadways and public utility payments for water, sewer, and gas service. Examples of general sources include municipal sales and use taxes and State revenue sharing.

12.1.2 Funding Mechanisms Specific to New Development

In order to determine cost of public services specific to new development, the associated impact of the project on the City's infrastructure must be determined. The impact may be seen as the necessary expense for meeting established City standards for properly serving the new development. For instance, roadway

improvements, police and fire service, and utility linkages will be required to assure that City standards are met. Certain services are paid through the Budget and CIP Plans, however, new development must also pay their fair share of providing such improvements to offset impacts that they have created. Public service or infrastructure improvements required by the impact of new development may be either on-site or off-site. On-site includes streets, infrastructure, and other amenities within the boundaries of the platted area of the new development. Off-site improvements are those that are beyond the boundaries of the new development based on impacts at a greater scale than on-site.

On-site improvements are required by the City as the developers' cost of development as part of their subdivision improvements, zoning and other City Code standards. Further requirements may be the result of development agreements or stipulations associated with the City Council approval of the new development. The cost of constructing on-site improvements are most often born by the developer, although operation of maintenance of these roads, utilities and other services are often given to the City through dedications.

Off-site improvements that may be proportionally assigned to the new development by the City may be funded according to specific mechanisms, such as development impact fees, special assessments, or improvement districts. For new commercial developments, mechanisms such as user fees and sales taxes may be used.

12.1.3 Cost of Development Issues

The City of Mesa was among the 20 fastest-growing cities in the nation between 1990 and 2000 and grew to the 46th largest city. The impact of development on the provision of municipal services in Mesa during this time was tremendous. In order to support services to the existing population and pay for future services to serve new development, it is important to first consider a number of issues regarding cost of development.

These issues may be summarized as follows:

- How will new development pay for their fair share of providing new public services needed?
- How will the City improve public services to existing development when needed?
- How will the City operate and maintain public services to new development and to upgrade existing public services?
- How will the City pay for the cost of providing public services through available funding mechanisms given the challenges of the future, such as improving deteriorating infrastructure and providing improved services based on new technology?

In order to address these issues, it is important to consider a number of existing and potential revenue sources, as follows:

Revenue Sources in General

Sales and Use Taxes

A sales tax generates revenues by imposing a tax on retail and other sales activities. A use tax is imposed on items used within a business on which a sales tax has not been charged. Municipalities in Arizona may impose sales and use taxes on sales and use activities within their boundaries. The City of Mesa currently imposes a sales or use tax of 1.0 percent on retail sales and business activities occurring within the City for expenditure on general City operating expenses. The City also levies an additional 0.5 percent sales or use tax pursuant to voter approval given at a special election held in 1998. The revenues deriving from the levy of this "Quality of Life" ½-cent sales tax may be expended only for the purposes specified on the 1998 ballot, and shall not be used for general operation purposes. Of this 0.5 percent tax, 0.25 percent sunsets as of July 1, 2006, with the remaining 0.25 percent collected in perpetuity.

Specialty Industry Tax

Municipalities in Arizona may impose specialty industry taxes, such as hotel bed taxes and rental car taxes. These taxes are typically paid for by visitors to the municipality (i.e., non-residents) and are used to fund specific services, such as tourism, cultural or sports related facilities. Specialty industry taxes may be used to fund both operating and capital expenditures. The advantage of a specialty industry tax is their payment by non-residents and the application of their revenues for specific purposes.

General Obligation (GO) Bonds

The City may issue general obligation bonds to provide funding for certain capital improvement purposes. The issuance by the City of general obligation bonds is subject to prior voter approval, and to certain constitutional and statutory limitations in regard to the amount and purposes for which the City may issue such debt. The annual debt service requirements of such bonds are secured and payable from a continuing, direct, annual, ad valorem tax to be levied against all of the taxable property located within the boundaries of the City without limit as to rate or amount. However, the City currently pays the annual debt service requirements on all of its outstanding general obligation bonds from revenues and moneys of its general fund, certain special revenue funds and the utility systems enterprise fund. The sources of payment used by the City to pay its outstanding general obligation bonds generally correspond to the purposes for which bond proceeds were expended. Should the City experience a significant shortfall in the revenues it intends to use for payment of general obligation bond debt service in the future, or if the City determines that the bonds will not be paid there from, an annual property tax will be levied for this purpose.

Revenue Bonds

The City may issue revenue bonds to provide funding for specific types of capital improvement projects. Revenue bonds generally are issued as (1) utility systems revenue bonds, (2) street and highway user revenue bonds or (3) excise tax revenue bonds. Utility systems revenue bonds require voter authorization for issuance, and are special obligations of the City secured and payable solely from the net revenues generated by the City's utility systems (i.e., water, wastewater, natural gas, electric and solid waste systems). Street and highway user revenue bonds require voter authorization for issuance, and are limited obligations of the City secured and payable solely from certain highway user taxes and motor vehicle fuel tax revenues collected by the State and returned to the City for street improvement purposes. Excise tax revenue bonds do not require voter approval for issuance, but may indirectly be put to a vote should approval of additional City excise taxes be required for their payment (i.e., the City's "quality of life" issue in 1998). While utility systems revenue bonds and street and highway user revenue bonds may be issued to finance only utility systems or street improvement projects, respectively, excise tax revenue bonds may be issued to finance virtually any capital improvement project that may be legally undertaken by the City.

User Charges

User charges recover costs for services provided under a municipality's authority to protect and promote the health, safety, and general welfare of its citizens and businesses. Services for which user charges may be leveled include utilities (electricity, gas, water, wastewater), solid waste collection, and recreation. Charges may be structured in varying manners, such as flat monthly fee (e.g., solid waste collection) or on a unit basis (e.g., kilowatt hours of electricity), and may also include fixed one-time or monthly connection charges.

User charges have a variety of advantages, including flexibility in terms of use, a direct relationship between use and charges, enabling capital expenditures outside tax or spending limits, generation of revenues that are bondable (e.g., revenue bonds), administrative efficiency, and ability for use in a variety of development types (e.g., existing, emerging and new).

The City of Mesa operates the following eight enterprise funds that levy user charges: electric, gas, water, wastewater, solid waste management, airport, golf course, and community center. In addition, the City of Mesa levies charges for the use of a wide variety of facilities and/or activities, such as general government, culture, parks and recreation.

Property Tax

Mesa is unique to Arizona in that it does not impose a property tax based on the assessed value of property in their community. Property taxes are composed of a primary and a secondary component, with the primary component used to fund operating expenses and the secondary component used to fund special

obligations, such as the repayment of bonds and budget overrides. Primary property taxes are subject to limits imposed by the State, while secondary property taxes are not subject to limits.

A property tax may provide an advantage for the City in that they are a potentially large and stable source of revenue; they are familiar to citizens/businesses; they have limited risk of taxpayer avoidance; they have flexibility in terms of the expenditure of tax revenues; and they are deductible from income taxes.

Cost of New Development Revenue Sources

Special Assessment Financing

Under the provisions of Title 48, Arizona Revised Statutes, the City may create certain types of special districts within the boundaries of the City for the purpose of providing financing for (1) construction of capital improvement projects, (2) the annual maintenance costs associated with certain types of capital improvement projects, and/or (3) the delivery of certain “enhanced municipal services”, all or any of which must be of a “local benefit” to properties located within such districts. Annual assessments are levied by the City upon the properties located within such districts for these purposes according to the proportionate benefits derived by such properties, as calculated by the City pursuant to statute. The City may establish traditional improvement districts for financing the cost of specific capital improvement projects through the creation of special assessments payable by property owners “up-front” in cash, or over time through the issuance of improvement district bonds. The City may establish special districts for the purpose of levying annual assessments for the payment of certain project maintenance costs. Or the City may establish special districts, such as community facilities districts, which may legally accomplish both capital project construction and project maintenance purposes.

Development (Impact) Fees

Impact or development fees are one-time fees imposed on developers to fund the “fair share” proportion of additional public infrastructure and facilities required for new development. Impact fees are subject to strict legal tests that focus on a logical, proportional and beneficial relationship existing between the fees imposed and the benefits received by the new development. Development fees have numerous advantages, including requiring new development to pay for the costs it imposes, increased coordination between growth and public services, reduced need to raise taxes to pay for growth, and cost transparency for developers (in comparison with exactions which tend to be highly variable).

Starting in 1997, the City of Mesa began imposed impact fees on new development for water, wastewater, parks, cultural facilities, libraries, fire, and police services. These fees vary by type of land use and density/intensity of new development. The City of Mesa is currently studying the possibility of also

imposing impact fees for arterial roadways, storm sewers, and general government activities.

Dedications and Exactions

Dedications are the transfer of on-site land and/or facilities from a private entity to a municipality at no cost. Municipalities generally require the dedication of on-site land necessary for roadways, utilities, drainage, and large public facilities (e.g., parks, recreation, cultural facilities), and may also require the dedication of related facilities at municipally specified standards (e.g., arterial roads, storm sewers, neighborhood parks).

Exactions are negotiated contributions of off-site land or facilities by a developer in return for approval of the proposed project. Exactions are typically negotiated on a case-by-case basis for provision of major off-site infrastructure facilities (e.g., pump-lift station, sewage treatment plant) for large subdivisions or annexations. Linkage programs are a related funding mechanism that can be used to require off-site facilities (e.g., low-income housing) in return for development approval.

The City of Mesa requires various dedications, including roadway rights-of-way, roadways and related facilities (pavement, curbs, sidewalks, water and sewer lines, fire hydrants, sewer lines, street lights, signage, alleys, etc.).

Development Agreements

Municipalities may enter into voluntary agreements with property owners to protect or reserve land for public purposes, protect environmentally sensitive land, and/or to preserve historic structures. Such agreements may regulate property use, density, height, and other characteristics. While strictly voluntary in nature, development agreements may be used to attain goals such as the preservation of open space, the provision of land for public facilities, and the preservation or redevelopment of historic buildings.

Privatization or Public-Private Partnerships

The private provision of facilities and/or infrastructure may take a number of forms, including contracting out (e.g., vehicles or machinery), franchise agreements (e.g., the right to provide utility service to specified area), and specific projects (e.g., convention center, major sports facility). Similarly, public-private partnerships involve a sharing of the cost of facilities or infrastructure between the public and private sectors. These forms of financing must be beneficial to both parties and guarantees should exist that community security and equity will not be compromised.

12.2 Goals, Objectives, and Policies

Goal COD-1

Provide excellent public services to new and existing development in Mesa, and sustain the City's fiscal health.

- Objective COD-1.1** Assess new development for the provision of public services at established levels of service.
- Policy COD-1.1a Annually evaluate in a comprehensive manner the cost of providing public services in the City of Mesa.
- Policy COD-1.1b Annually update existing funding mechanisms to reflect the cost of providing public services to new development.
- Policy COD-1.1c Integrate public service requirements due to new development into the annual *City Budget Plan* and *Capital Improvement Program*.
- Objective COD-1.2** Improve public services to existing development when desired by City residents/businesses, fiscally possible, and legally allowed.
- Policy COD-1.2a Periodically prioritize and integrate selected public service improvements to existing development into the annual *City Budget Plan* and *Capital Improvement Program*.
- Objective COD-1.3** Consider funding mechanisms that contain the elements of efficiency and legality to provide public services to new development and to upgrade existing public services.
- Policy COD-1.3a Periodically undertake comprehensive studies to evaluate the efficiency and legality of existing and potential funding mechanisms for the provision of public services to new and existing development.
- Objective COD-1.4** Improve the availability and understanding of information concerning the cost of providing public services, available funding mechanisms, and the City's fiscal health.
- Policy COD-1.4a Annually prepare concise, easy to understand summaries in text, tabular and graphic form of the annual *Budget Plan*, *Capital Improvement Program*, cost of public services studies, level of service studies, funding mechanism studies, and related studies.
- Policy COD-1.4b Annually distribute summaries to City staff, politicians, residents and businesses, and other interested parties.

Goal COD-2

Provide means to ensure that new development pays its fair share of the additional costs of extending or improving public service facilities and systems.

- Objective COD-2.1** Assure that new development proportionally contributes to the provision of public services and other community amenities at acceptable standards.
- Policy COD-2.1a Periodically evaluate the incremental costs of providing public services to new development in the City of Mesa.
- Policy COD-2.1b Assure that new and existing revenue sources related to new development are utilized as needed to offset impacts to infrastructure and public service systems.
- Policy COD-2.1c Continue to conduct research and evaluation of potential new sources of revenue to meet the costs of providing additional public services for new development.

13.0 Safety

It is essential for the City of Mesa to ensure that the residents of Mesa enjoy not only a quality, but also a safe environment. In the event of a natural disaster or man-made emergency, the City is prepared to respond immediately to protect citizens, property, and businesses in the best manner possible. The Safety Element addresses the goals, objectives and policies necessary to provide a comprehensive program to deal with local, area-wide, regional and national emergencies.



13.1 Background

The City maintains an evacuation plan, emergency water supplies, communications for provision of emergency health care, law enforcement, disaster relief, roadway standards for emergency vehicles, building standards to facilitate emergency equipment and crews, and mapping to respond to and mitigate hazards that may be the result of a large-scale emergency or disaster.

This element of the Mesa General Plan addresses a variety of emergencies relating to both the natural environment and man-made environment that may impact Mesa. It does not address the on-going activities of police, fire, and emergency medical agencies, because these services are beyond the scope of this element.

13.1.1 Environmental Hazards

The City of Mesa, both internally and in cooperation with the Flood Control District of Maricopa County, has carefully documented floodplain areas and has planned for future protective facilities. Eastern Maricopa County may be prone to severe weather and sudden heavy rainfall that often results in flash floods. Other flooding conditions may occur in the vicinity of the Salt River, north of the City boundaries, which drains both the Salt and Verde watersheds. Flood control projects along with conservation activities in the floodplains, as designated by the Federal Emergency Management Agency (FEMA) and other flood control activities have greatly improved the safety of the environment along the Salt River north of Mesa, as well as within the City itself.

It is also important that the emergency planning activities address rare and unforeseen events that could be the result of other natural disasters such as tornados, earthquakes, large brush fires and other potentially large-scale disasters.

13.1.2 Man Made Hazards

The Falcon Field Airport Land Use Guidelines (1994), the Williams Gateway Area Plan (1996), and the Williams Gateway Airport Part 150 Study (2000) each outline potential noise and safety considerations for these extremely important areas within the City of Mesa. It is important to consider these plans and update them to assure that the City has an up-to-date guideline for addressing related issues. These plans identify noise contours for 60 and 65 decibel noise disturbances that may occur on a regular basis, which designate no or limited residential development. However, areas lying outside these zones, which are under the flight path of aircraft, require aviation easements on homebuyer notification documents regarding aircraft noise potential.

An increased awareness of the hazardous man-made industrial and other processes has led to a series of planning efforts to protect citizens from accidental releases of hazardous chemicals. These planning efforts may be traced to environmental and emergency planning laws based on the Federal Emergency Planning and Community Right to Know Law. This law also provides for information to be available to citizens in regard to hazardous chemicals that are in their community. According to this law, the City of Mesa networks with the State and Local Emergency Planning Agencies and the Maricopa County Local Emergency Planning Committee to develop emergency response plans for such disasters.

It is very important to be prepared for the results of a terrorist attack or act of war. Based on recent acts of terrorism relating to airports and governmental sites, we must again be prepared for the possibility of man-made emergencies. Therefore, any emergency planning needs to meet all federal, state and local laws in terms for this type of emergency, and have in place plans to guide us through evacuation, hazard identification, medical assistance, law enforcement, disaster relief and mitigation related to a community scale act of violence.

It is very important that the factors and policies in this element are included in the process of evaluating major land use issues. Future residents of Mesa should enjoy not only a quality, but also a safe urban environment.

13.1.3 Existing Emergency Preparedness Planning

Currently, the City of Mesa works closely with the Flood Control District of Maricopa County, Maricopa County Department of Emergency Services, the State of Arizona Division of Emergency Management, FEMA and other agencies to provide emergency and disaster planning. Hazardous materials mapping and response is networked with all levels of government from the City of Mesa Fire Department through the Maricopa County Local Emergency Planning Committee, and Arizona Emergency Response Commission. Through a network that is dedicated to responding to emergencies, and a comprehensive

emergency management program coordinated through the Mesa Fire Department, the City is ready to address disasters of any size to protect its population.

As urban development continues in Mesa, it becomes even more important to consider the potential impacts to existing and future residents by noise, floods, and other natural influences. Such factors are primarily negative impacts and are critical during the analysis of specific rezoning requests.

13.2 Goals, Objectives, and Policies

Goal S-1

Provide for a safe environment to protect citizens, property, and businesses from natural or man-made hazards.

Objective S-1.1 Ensure that the residents of Mesa are adequately protected from potential injury and damage resulting from natural, technological and man-made hazards through the development of the City of Mesa Emergency Operations Plan in accordance with Arizona state law.

Policy S-1.1a Develop guidelines to mitigate the risks and potential adverse impacts associated with natural and man-made hazards.

Policy S-1.1b Implement the existing plan covering emergency evacuation procedures in the event they are required.

Policy S-1.1c Recognize and protect floodplain areas as identified by the Flood Control District of Maricopa County and implement their recommendations wherever possible.

Policy S-1.1d Encourage development on hillsides that minimizes potential erosion and prevents geologic instability.

Policy S-1.1e Consider the issue of public safety as a factor of neighborhood development and redevelopment.

Policy S-1.1f Develop plans and strategies for protecting citizens in the event of an act of terrorism or large-scale emergency.

Policy S-1.1g Develop plans and strategies for protecting citizens in the event of an accidental chemical release, industrial related or other similar emergency identified by the Federal Emergency Planning and Community Right to Know Law (SARA Title III).

Objective S-1.2 Promote the public health and safety in the vicinity of the Williams Gateway Airport and Falcon Field by operating the airports, where feasible, to minimize exposure to noise levels generated by airport operations.

Policy S-1.2a Prohibit residential development within the 65 day-night average sound level zone of the airports.

Policy S-1.2b For any sale, offer for sale, rent/lease or subdivision of residential property in the vicinity of Williams Gateway Airport or Falcon Field provide notification or disclosure that the site may be subject to aircraft noise that is objectionable.

Policy S-1.2c Continue to monitor development to protect the airspace around Falcon Field Airport and Williams Gateway, particularly in those areas where noise contours are 65 DNL or greater.

Objective S-1.3 Ensure that new development meets state-of-the-art standards for providing emergency access and evacuation capabilities.

Policy S-1.3a Require all new subdivisions to provide adequate access and roadway widths to provide access for emergency vehicles to all occupied, or potentially occupied parcels.

Policy S-1.3b Provide for citywide transportation system to provide optimal evacuation procedures in the event of a local or community-wide disaster.

Policy S-1.3c Ensure that buildings are properly equipped with fire suppression, communications and other emergency systems to minimize loss of life and property in the event of an emergency or disaster.

Goal S-2

Provide emergency evacuation, response, medical support, and mitigation in the event of a terrorist attack, act of war, or use of weapons of mass destruction.

Objective S-2.1 Provide assistance to assist and aid citizens in the event of a man-made emergency that disturbs peaceful state of the community from the global perspective.

Policy S-2.1a Provide emergency planning that meets all federal, state, and local laws and guidelines.

Policy S-2.1b Provide for evacuation, hazard identification, medical assistance, law enforcement, disaster relief and mitigation related to a community scale act of violence.

14.0 Plan Administration

The elements of the General Plan describe the vision, goals, objectives, and policies that will guide the future development of the community. These provisions will be effective only if the plan is properly administered and implemented. Special attention must be paid to the strategy for implementing the plan's provisions, providing for appropriate amendments, and maintaining the validity of the plan through periodic updates. The purpose of this section is to describe the manner in which these three needs will be met.



14.1 Implementation of the General Plan

Arizona state law requires that the municipal planning agency take the following actions to implement the General Plan:

- Recommend measures to the City Council that will put into effect the provisions of the General Plan.
- Report annually to the City Council on the status of the plan and the progress in its implementation.
- Provide for the promotion of public interest in and understanding of the General Plan and its associated regulations.
- Communicate with other officials, agencies, and organizations with regard to the implementation of the plan.

The goals, objectives, policies, and other provisions of the General Plan elements provide the direction for achieving the desired future development of the community. A variety of tools will be used in the implementation of these provisions. These tools and strategies are described below.

14.1.1 Implementation Tools

The following tools will be used to assist in the implementation of the General Plan.

Zoning Ordinance

The zoning ordinance describes the permitted development on each privately owned parcel of property. The ordinance establishes permitted land uses and the appropriate location, size, and height of structures, among other factors. The intent of the ordinance is to provide minimum requirements in support of the General Plan. The existing City of Mesa Zoning Ordinance establishes twenty-five zoning and seven overlay district categories to regulate residential, employment, and supportive land uses. Additional regulations within these districts are also delineated.

State statutes require that all adopted zoning and rezoning ordinances be consistent with the adopted General Plan. The Land Use Map in the Land Use Element of this General Plan indicates the intended future function, density, and characteristic use of the land. In general, the plan does not address small-scale situations, specific characteristics of residential development, or the specific types of commercial and other non-residential uses. The boundaries between use and density designations on the map are not fixed precisely. Rather, they indicate general areas where the goals in the plan will be pursued through more detailed planning decisions. Where uncertainty exists with regard to the relationship of the designated land uses to specific parcels, the City Planning Director will interpret the intent of the General Plan. A landowner may request a review of this interpretation by the Planning and Zoning Board.

Subdivision Regulations

Subdivision Regulations govern the procedures and requirements under which property may be subdivided for development. They include design standards, engineering requirements, and utility provisions. These regulations provide that property offered for sale has all of the provisions for quality development. They also help ensure that future public costs are minimized by requiring the installation of high quality improvements.

Design Guidelines

Design Guidelines provide a framework for evaluating new development proposals on the basis of design, architecture, compatibility, landscaping, and other factors.

Capital Improvements Program

The Capital Improvements Program describes the location and timing of needed public facilities. It sets the priorities and funding for these projects over a five-year period. In addition to providing the needed public infrastructure, the Capital Improvements Program can guide the location of new private development by controlling the timing and placement of the required public improvements.

Municipal Budget

The Municipal Budget directs the expenditures of the City each year. Operating under State spending limitations and the available tax revenues, the budget sets priorities for activities and projects. These funding decisions have a significant impact on the future development of Mesa.

Annexation Guidelines

The City's annexation policies describe the location and timing of the inclusion of additional property within its corporate limits. Annexation provides the advantages of City services to the property owner. In combination with policies regarding the provision of utilities, annexation decisions can be an effective growth management tool.

Utility Service Policies

These policies govern the location and conditions for the provision of utility extensions and hookups to municipal systems beyond City limits. By regulating the placement of utilities, these policies can measurably affect the location and timing of development.

Functional Plans

Several plans exist that contain specific provisions related to various functions of the City. These plans provide details related to the general direction and policies described in the elements of the General Plan. They contain actions, cost analyses, and other provisions that will assist in the implementation of the provisions of the General Plan. While the General Plan sets the direction, these plans provide the methods and means for realizing the goals and objectives. Three of these plans – Transportation Master Plan, Parks and Recreation Master Plan, and Economic Development Strategy - have been prepared concurrently with, but separately from, this General Plan. Others will be formulated as a result of policies contained in the General Plan.

The functional plans that will assist in the implementation of the General Plan include those summarized below. These plans must be approved by the City Council prior to their implementation.

Transportation Master Plan

The Transportation Master Plan, which was approved by Resolution #7866 of the City Council on June 24, 2002, provides the details for implementing the goals, objectives, and policies contained in the Transportation Element of the General Plan. It describes the existing and future transportation conditions in the City of Mesa. Detailed descriptions of needs and costs are provided for the street

system, public transportation, bicycles, pedestrians, the downtown area, and transportation demand management. The Transportation Master Plan also describes the current and potential funding sources to meet the capital, operations, and maintenance needs of the City.

Parks and Recreation Master Plan

The Parks and Recreation Master Plan, which was approved by the City Council on August 5, 2002, provides the details for implementing the goals, objectives, and policies of the Parks, Recreation, and Open Space Element. It identifies the needs for the various types and sizes of parks and open spaces and describes the required acquisition of land to accommodate these needs. Detailed descriptions are included of management standards and systems, equitable access to facilities, the creation of lifetime users, revenue generation, information technology, partnerships with other entities, and marketing and communications.

Economic Development Strategy

The Economic Development Strategy, which was approved by the City Council on June 20, 2002, provides the details for implementing the goals, objectives, and policies of the Economic Development Element. It identifies the competitive advantages of the City and region and describes economic activity targets. The strategy includes the definition of program initiatives and recommendations for achieving the economic development goals and objectives. Also included are performance measures to assess the effectiveness of the programs.

Housing Master Plan

The Housing Element of the General Plan provides for the preparation of a Housing Master Plan for the City. This plan will provide the details for the implementation of the goals, objectives, and policies of the Housing Element. It will be based on current and appropriate data and will outline specific implementation measures.

Mesa Town Center Concept Plan

The Mesa Town Center Concept Plan, which was approved by Resolution #7453 of the City Council on December 20, 1999, provides for the implementation of the goals, objectives, and policies in the General Plan with regard to the Town Center Area. The Town Center Plan identifies the types of land uses in this area that reflect the unique character of Mesa's Town Center. It establishes land use relationships centered around the heart of downtown that support mixed-use development, bus and future light rail service, government facilities, and pedestrian linkages. The guiding philosophy of the Concept Plan is the development of Town Center into an urban village supported by residential development, private and public employment, land cultural arts and entertainment specialty retail.

Historic Preservation Plan

The Mesa Historic Preservation Plan, which was approved by Resolution #7829 of the City Council on May 6, 2002, provides for the implementation of the goals, objectives, and policies of the General Plan with regard to the preservation of the historic resources of the City. This plan seeks to provide consistency among the City's policies that affect the community's cultural resources and to improve coordination among City departments in achieving historic preservation goals. The plan summarizes information about the historic resources of Mesa and estimates the growth of the historic resource population over the next 25 years. It also addresses threats to archaeological and historic resources, states goals for the historic preservation program, and describes implementation recommendations.

Sub-Area and Neighborhood Plans

Sub-Area and Neighborhood Plans provide a framework for future decision-making for selected small geographic areas within the community. They contain statements of principles to be followed, recommendations for strategies to achieve desired goals and objectives, and a plan of action to guide future land use development in the area. Prepared with substantial public involvement, these plans represent the consensus of the residents.

Other Plans

Other plans related to the ongoing operations of the City will also assist in the implementation of the stated goals and objectives. The General Plan provides the context and direction for the preparation of these plans. The implementation of these plans will provide the means of realizing the related policies that are contained in the General Plan.

14.1.2 Implementation Strategies

Within the framework of the implementation tools described above, specific implementation strategies have been formulated that related to the elements of the General Plan. These strategies provide additional details concerning the actions that will be needed to implement the provisions of the elements. In some cases, the measure stated is the implementation of a particular master plan. These master plans contain the detailed strategies and actions. The implementation framework is described below under the following headings:

- Strategy – A brief description of the action strategy.
- Element – The element of the General Plan to which the action strategy relates.
- Time Frame – The target time within which the action strategy will occur.
- Responsibility – The agency or department with the primary responsibility for accomplishing the action strategy.

Strategy	Element	Time-Frame (Years)	Responsibility
Prepare revisions to the Zoning Ordinance and Official Map to ensure conformity with the General Plan	Land Use	1-10	Planning Division
Prepare Design Standards for residential, commercial, and employment land uses for areas not currently covered by existing guidelines and standards	Land Use	1-5	Planning Division
Develop land use intensity guidelines for the land use categories of neighborhood, community, and regional commercial. Identify uses of size and intensity appropriate for each category. Integrate pedestrian, bicycle, transit, and vehicular access into each commercial theme.	Land Use	1-5	Planning Division
Consider a policy on granting residential and commercial density credits for public area improvements.	Land Use	1-10	Planning Division
Prepare sub-area plans for the Mesa Grande Sub-Area, Central Broadway Sub-Area, Williams Gateway Sub-Area, Falcon Field Sub-Area, Desert Uplands Sub-Area, Lehi Sub-Area, and Citrus Sub-Area. Include in these plans specific strategies for their implementation.	Land Use Economic Development Growth Areas Revitalization & Redevelop. Housing	1-5	Planning Division Neighborhood Services
Develop an infill incentive program to enhance sub-areas and other identified areas, where vacant and underused parcels of property may be used to improve livability and economic vitality.	Land Use Economic Development Growth Areas Revitalization & Redevelop.	1-5	Planning Division Neighborhood Services

Strategy	Element	Time-Frame (Years)	Responsibility
Use Planned Area Development (PAD) techniques through the Zoning Ordinance to preserve the character of sub-areas as necessary to encourage innovative design and flexibility in projects	Land Use	1-10	Planning Division
Implement the detailed provisions of the Transportation Master Plan. Include all transportation modes.	Transportation	1-10	Transportation Division
Conduct a detailed study to identify the most appropriate investment for transit funding. Include the consideration of short and long-term expansions to neighborhood, local, regional, and commuter services.	Transportation	1-5	Transportation Division
Continue to link the completion of the transportation system to community growth, develop connectivity between modes, and provide seamless service with adjacent communities.	Transportation Land Use	1-10	Transportation Division Planning Division
Implement the detailed provisions of the Economic Development Strategy.	Economic Development	1-10	Economic Development
Coordinate capital improvement projects with the needs in the designated growth areas.	Growth Areas	1-10	Development Services
Implement the Town Center Concept and Action Plan	Land Use Economic Development Growth Areas Revitalization & Redevelop.	1-10	Redevelopment
Prepare a Housing Master Plan that is consistent with the Housing Element of the General Plan. Include analysis of housing trends, consideration of inclusionary/incentive zoning, evaluation of City ordinances and policies, evaluation of funding sources, and consideration of public/private partnerships	Housing	1-5	Neighborhood Services

Strategy	Element	Time-Frame (Years)	Responsibility
Consider modifications to the Zoning Ordinance, Subdivision Regulations, Landscape Ordinance, and companion codes to implement the policies of the Housing Element and the provisions of the Housing Master Plan.	Housing	1-5	Planning Division Neighborhood Services
Formalize a resident-driven, City-assisted neighborhood planning process. Identify funding and technical resources to create workable plans.	Housing		Planning Division Neighborhood Services
Implement the provisions of the Parks and Recreation Master Plan	Parks, Recreation, & Open Space	1-10	Parks and Recreation Division
Complete and maintain an Emergency Response and Recovery Plan	Safety	1-5	

14.2 Amendments to the General Plan

By State Statute (ARS 9-461.06.G), a Major Amendment to the General Plan is any development proposal that would result in a change to the land use plan that would substantially alter the City's planned mixture or balance of land uses. The following definitions, administrative process, and approval requirements apply to all applications for Major Amendments.

14.2.1 Major Amendment Definition

A Major Amendment to the General Plan is defined as any proposal that meets any of the following criteria.

1. Any change in a residential land use classification of 40 or more contiguous acres to another land use classification.
2. Any change in a non-residential land use classification of 20 or more contiguous acres to a residential land use classification.
3. Any proposal that in the aggregate includes changes in land use classification of more than 320 acres described in this General Plan.
4. Any modification or elimination of a planned freeway, expressway, parkway, or limited access arterial street shown in this General Plan.

14.2.2 Major Amendment Administrative Process

The following administrative process will be used for major amendments to the General Plan.

1. Major Amendments may be initiated by the City or may be requested by private individuals or agencies in accordance with the procedures set forth by the State Statutes.
2. Applications for major amendments shall be presented at a public hearing and considered by the Mesa City Council only at one time per calendar year.
3. All applications for major amendments must be submitted in the same calendar year they are heard.
4. A 2/3rd majority vote of the City Council is required for approval of major amendments.
5. Each major amendment shall meet or exceed citizen participation standards set by the City of Mesa in accordance with ARS 461.06, including the requirement that two Planning and Zoning Board public hearings be held at different locations, prior to the City Council public hearing.
6. It shall be the burden of the applicant for the amendment to prove that the change constitutes an improvement to the General Plan.

14.2.3 Major Amendment Approval Requirements

The City Council may approve an application for a major amendment only if it makes the following findings:

1. The Major Amendment constitutes an overall improvement to the General Plan.
2. The Major Amendment is consistent with the intent of the General Plan and other adopted plans, policies, and ordinances.
3. The Major Amendment will not adversely impact the community as a whole or a portion of the community by:
 - a. Significantly altering existing land use patterns
 - b. Causing significantly increased traffic on the existing roadway network, and
 - c. Degrading the health and safety of the residents.
4. A property owner of one parcel may not subdivide or split property into smaller areas in order to avoid the major amendment requirements.

14.2.4 Minor Amendment

Any change that does not meet the above criteria defining a Major Amendment shall be considered a Minor Amendment. Minor amendments can be considered by the Planning staff, Planning and Zoning Board, and City Council in accordance with the regularly scheduled process as prescribed by the Arizona Revised Statutes.

14.3 Updates to the General Plan

The General Plan is a flexible and dynamic document. It describes the recommended direction for the City based on an analysis of conditions that exist and are projected to occur in the future. As conditions change, updates and changes to the plan will be needed.

The City's Planning Division and the Planning and Zoning Board have the primary responsibility to assess the need for such updates. The provisions of the plan will be monitored on an annual basis to ensure the continuing validity of the goals, objectives, and policies. The implementation measures will be reviewed to determine their effectiveness and to identify needed changes and enhancements. Relationships among the related master plans will be monitored. In general, depending on the rate of growth and other changes in the community, the Mesa General Plan will require a comprehensive revision and update every ten years.